

FOR IMMEDIATE RELEASE**July 20, 2009****Local Children's Museum Named Best of the Road™
in Rand McNally's 2010 Road Atlas**

WINNIPEG, MB — Rand McNally, America's largest and most trusted map maker, has brought nationwide attention to the Manitoba Children's Museum as a "must-see" destination in the annual Best of the Road program.

The Manitoba Children's Museum is recognized in Rand McNally's 2010 *Road Atlas*. Available starting in May, America's No. 1 road atlas satisfies travelers' thirst for adventure with five exciting Best of the Road trips and Editor's Picks, along with helpful trip-planning tools — from detailed maps to mileage charts.

"Every year our editors seek out and drive some of the best, most scenic road trip routes in the nation to find our Best of the Road winners," said Rand McNally Editorial Director Laurie Borman. "The spots we've highlighted really capture the charm and local flavor of the destination."

The Manitoba Children's Museum is one of a handful of stops identified on the trip through Manitoba and North Dakota. The 2010 *Road Atlas* provides five road trips in spectacular regions throughout states such as New York, Oregon and South Carolina. Each trip not only notes Editor's Picks, but also features photos, an inset map and other similar destinations that readers might enjoy. Readers are encouraged to learn even more by visiting go.randmcnally.com/BR.

"Research shows that Americans are increasingly choosing to take shorter trips closer to home," Borman says. "These road trips give out-of-towners as well as locals a taste of 'the best' in that region."

The Manitoba Children's Museum exists to spark kids' creative learning. Located in a historic diesel locomotive repair shop, the Manitoba Children's Museum features six hands-on galleries in a fun environment for families to share and explore. Every year the Manitoba Children's Museum hosts several special events and exhibits such as *Food for Health* (on now until September 20, 2009) and *Tigers & Dragons* (on now until September 7, 2009).

"We are thrilled that Rand McNally recommends the Manitoba Children's Museum in the 2010 *Road Atlas*," said Lisa Dziedzic, Director of Marketing and Communications at the Manitoba Children's Museum. "It's an honor to know that people traveling in Manitoba can see us on the map and enjoy our children's museum along their way."

About Rand McNally & Company

Rand McNally is North America's largest commercial maker of national and local maps, street guides and atlases. The company's print and electronic products include America's No. 1 *Road Atlas*, *The Thomas Guide*® map books, custom-made wall maps on the Web, wireless navigation solutions and online maps, directions and trip planning at www.randmcnally.com.

Rand McNally offers the most trusted tools to discover, map and navigate your world. The company leads the way with innovative products and services for the consumer, business, education and commercial transportation markets. For more information, visit www.randmcnally.com or call (800) 333-0136.

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