



Educate While You Decorate with Rand McNally's New Illustrated Map of the World for Kids

Wall map features vibrant illustrations, and capital cities

SKOKIE, Ill., March 29, 2016 – Parents looking to provide their children with an educational – yet stylish – edge have a new option in room decoration: Rand McNally's *Illustrated Map of the World*.

The new 50-by 32-inch world map features vibrant colors, playful graphics and key points of interest. Continents are color coded; capitals, major cities and main bodies of water are highlighted to provide additional points of reference. All of this creates fun yet useful wall art for a child's bedroom, a playroom, or even a classroom.

According to a number of studies from the past 20 years, children as young as preschoolers have the ability to begin thinking about the world spatially*. Looking at, playing with, and reading maps are important skills that children can use to develop their spatial skills as well as locate places in the world.

While digital mapping, GPS, and online programs abound, having a printed map in a visible location also can help kids to absorb locations and get a sense of place.

If parents want to go further, they can use the *Illustrated Map of the World* for more hands-on learning. The featured landmarks, vegetation and animals of different countries are perfect for a game of I-Spy. And children can get a start learning cardinal directions by using the map legend.

At home, the clean white border and bright, contemporary colors of the map make it suitable for framing. The map is printed on extra-durable paper.

The *Illustrated Map of the World* is available for purchase at store.randmcnally.com for \$29.99.

*Journal of Environmental Psychology, The Ability of Three-to-Four-Year-Old Children to Use a Map in a Large-Scale Environment, 1993

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About Rand McNally – Rand McNally is the country's most trusted source for maps, navigation, and travel content. Products and services include: OverDryve™ connected-car device; America's #1 Road Atlas; IntelliRoute® truck routing software; TND™ truck GPS; HD 100 E-Log devices; TND™ 765 mobile fleet management solutions; RVND™ GPS for RVers; and leading geography-based educational resources. Learn more at randmcnally.com.

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