

Interactive running with *MyRoute*

MapStudio, a leading publisher and distributor of maps and travel guides in South Africa, has developed a sports mapping website for the South African running community.

Known as 'MyRoute', this community website has been developed with the local runner in mind. "We've taken an international concept and brought it to our shores with some exciting new features," says Adrian Kaplan, MapStudio Marketing Manager.



Users are able to register and create a free personal profile at www.myroute.co.za. This profile will then allow the user to plot running routes on the interactive map provided, either by zooming and scrolling to the start point on the map or by entering a town name into the predictive text search facility.

Individual race routes that have been created can then be saved and downloaded by fellow users, making this a truly interactive community platform.

The MyRoute website also boasts a comprehensive calendar of events with a list of most races taking place across South Africa. Race information can be found by using a variety of search criteria including region, date and race distance.

Race organisers have been encouraged to upload their routes, making these available to users when accessing the calendar of events. The site also boasts a unique elevation tool which automatically calculates and illustrates the elevation profile of a route as it is drawn on the interactive map.

Phase two of the MyRoute website will involve the integration of social media platforms and the launch of a calendar of events for the cycling community.

Register for free at www.myroute.co.za.

For further information on MyRoute, please contact Adrian Kaplan, Marketing Manager, on 021 462 4360 or e-mail adriank@mapstudio.co.za.

