

Visit SplashMaps at the ITU World Triathlon, Hyde Park, London 30-31st May, **Stand 9**

London's Fabric Maps Splash-down in the Serpentine!

This weekend SplashMaps, the award winning fabric map company, launch London's first new series of fabric city maps since the second world war. The ITU World Triathlon in Hyde Park, London, 29th to 31st May, hosts the launch at one of the biggest events in the Triathlon calendar. SplashMaps are the only maps you can carry on all three stages!

"SplashMaps' reputation for toughness comes from our fans in cycling, running, mountaineering and trekking in the big outdoors" says founder and MD, David Overton. "But we know that London is a magnet for the fit and deserves maps that give athletes and commuters alike greater confidence in training, participating and navigating in our stunning capital city".

The Vitality World Triathlon series was a natural choice as SplashMaps' personalised and destination maps already target the needs of cyclists, runners and even swimmers. "To date all our maps have been printed onto a high performance, rainproof breathable polyester because that's the only way they'll survive a real challenge" says Overton. "Like all our previous maps in Great Britain, we use the excellent mapping from our partners at Ordnance Survey, but in London there are two key differences. Firstly we're introducing a new satin material to make the maps even more light-weight and convenient to be carried and worn. Secondly, we name every street in the city, making this an accurate and comprehensive series of maps".

This new style of map is available for London and, as a limited edition, the Hyde Park version is specifically designed and officially branded for the World Triathlon. Additionally an "**illustrated**" London Map on Satin includes all major tourist attractions in beautiful 19th Century style.

Team SplashMaps Ultra's reputation is growing with a terrific season for ex-Tri champion, Scott Forbes who bagged the Team's first Silver by coming second in the gruelling muddy slog of the [Thames Trot 50 mile](#) race organised by [Go Beyond Ultra](#). He followed this with **Gold** at both the **Maverick** and **Three Forts** races with more than a mile between him and the second guy.

SplashMaps are available direct from www.splash-maps.com along with all the latest map news, design tips and our great range of bespoke and destination maps. Visit us at the ITU World Triathlon, London, follow us on twitter.com/SplashMaps or like us on facebook.com/SplashMaps.

Ends

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RECENT QUOTES FROM SPLASHMAP USERS:

Keith Bontrager -pioneer in the development of the modern mountain bike - SplashMaps are a "Great Idea!"

John Blashford-Snell, expedition leader and founder of Operation Raleigh (Raleigh International) "[SplashMaps](#) are highly innovative and of real value to navigation in the field"

Steve Chilton, Chair of the Society of Cartographers "SplashMaps was commended by the judging panel for its very effective use of a novel medium, while retaining graphic clarity and displaying an excellent user-focused design." (On SplashMaps winning 'Excellence in Cartography' award 2014)

Siân Anna Lewis, The Girl Outdoors Blog "Big fan of Splashmaps, such a great idea!"

Perry McGee, the National Tracking School "Everyone should have a SplashMap in their kit."

Peter Larkin, the 3 Peaks Yacht Race 2013 "We experienced cold/wind-chill, night navigation with high winds and rain/mist on the tops we were still able to 'unscrunch' our SplashMaps for a quick orientation check."

Kenneth Field, International Cartographic Association Commission on Map Design "It's design sits at the perfect confluence of form and function, delivering modern mapping to the outdoor enthusiast in a way that supports their activities 100%."

RECENT MEDIA QUOTES:

MBR - Hot Stuff "Fashion Guide...The SplashMap is a waterproof, washable and even wearable (use as a buff perhaps) ...map." December 2014

Trail - Gadget of the Month "Maps are great, but they can be a hassle to carry. If they aren't flapping about in a map case, they're squashed into a jacket pocket. Cue SplashMaps - a new range of washable wearable all-weather fabric maps. Using OS and OpenStreetMap data, you can create a bespoke walking map at [splashmaps.net...](#)" (The photos are very amusing - Rambo style head band and man blowing nose!) March 2014

Cyclist "Luckily the clever chaps at SplashMaps have concocted this range of scrunchable, washable, virtually indestructible cloth maps. Perfect for mopping-up those Strava segments". February 2014

Outdoor Fitness "Fed up with your maps disintegrating in the rain or else the sharp laminated edges digging in through your pockets? SplashMaps could be the solution." January 2014

Bike Biz "...maps printed on washable fabric so they don't tear, run out of battery or fall prey to other disadvantages of paper maps or new fangled electronic ones." November 2013

Mountain Biking UK "I loved being able to draw routes on it...it's easy to use in any weather and is pretty indestructible." June 2013

COMPANY BACKGROUND:

SplashMaps™ is a Limited company based in Hampshire and incorporated in November 2012. SplashMaps™ is one of the first start-up businesses in the UK being 'crowd-funded' using the Kickstarter platform to raise funds.