

## FOR IMMEDIATE RELEASE

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### Global Road Warrior a Hit on the Library Superhighway

**Over 100 public and university libraries have signed licensing agreements with the 175-country database over the past 8 weeks.**

**Petaluma, CA** - Since its release to the public and college library markets over the last 8 weeks, 104 libraries have signed licensing agreements to offer the Global Road Warrior as a resource for their patrons. With ten years of corporate success under its belt, the 175-country database has a cross-platform appeal. "Reference librarians at the public libraries have told us that this resource meets the needs of so many of their patrons," says Ed Hinkelman, CEO of World Trade Press, publisher of the Global Road Warrior. "Business people doing research for international trade, students working on research for country reports and patrons who are planning international travel will all find what they need within this site."

The Global Road Warrior's comprehensive map program features 9 maps for each of the 175 countries: 2 political maps, 2 physical maps, 3 thematic maps and 2 outline maps. "Teachers really enjoy the maps," says Katherine Del Carlo, Vice President of Sales at World Trade Press. "Incorporating discussions about geography into all social studies' lessons has been a challenge for teachers. Our database provides teachers and students with all the resources they need to include country geography into their lessons and reports. Teachers also appreciate the fact that our outline maps can easily be printed out for tests and quizzes." Over 6,500 photos complete the lively and colorful presentation of each country.

The database also has several new features in the offing. "We will be adding several high-interest topics in the fall of '08 that will certainly appeal to the libraries' patrons," adds Ed Hinkelman. "Our forthcoming sections on Food, which will include 5 to 10 recipes for each country, and Sports have been requested by our School and Public Librarians. Students will find those sections an invaluable resource."

#### **About Global Road Warrior**

Accessible as a subscription-based online database, the Global Road Warrior is a comprehensive social, cultural and travel resource covering 175 countries and territories. Content includes 11-million-plus words of editorial, over 6,500 color photos and 1,575 country maps, all presented in a consistent 97-category framework for each country. This database is proving valuable to multiple educational disciplines and promotes cross-cultural understanding through comparative studies. For more information, go to [www.globalroadwarrior.com](http://www.globalroadwarrior.com).

#### **About World Trade Press**

World Trade Press is a developer and publisher of books, maps and e-content with a specific focus on international trade, logistics and country-specific reference data. Founded in 1992 by Edward Hinkelman, a trained economist with 20 years' experience in the import-export business, World Trade Press now has over 75 different titles in print in addition to their subscription sites. For more information visit: [www.worldtradepress.com](http://www.worldtradepress.com)

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