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TomTom searches for drivers to explore and map five paradise islands

~ Unique project to map a tropical island and earn 10,000 euros ~

Amsterdam, 1 June 2012 – TomTom today kicks off its Map Paradise Project, a once-in-a life-time opportunity for five families or groups of friends to spend two weeks on a tropical island and earn 10,000 euros for mapping it. The Map Paradise Project will help create five new navigable maps for: Fiji, St. Lucia, Mauritius, Cape Verde, and the Seychelles. To apply, applicants simply need to fill in a form at www.tomtom.com/summer

Successful applicants can take up to four family members or friends with them to help map a paradise island. In total, five groups will be sent on all-expenses-paid mapping assignments and each group will earn 10,000 euros. No mapping experience is needed, but TomTom is looking for people who enjoy exploring beautiful places, don't mind great weather and who have a decent sense of direction.

Those selected for the Map Paradise Project will simply need to drive around the island in a specially equipped mapping car. This is the very first step in TomTom's map making process. This mapping field work will take anything from a day to two weeks depending on how much time is spent sunbathing, swimming or exploring.

"The very first step in creating an accurate map is proper field work, and that is where the Map Paradise Project comes in," said Corinne Vigreux, managing director, TomTom. *"This project will not only create five new navigable maps, it will also give people a unique insight into how our maps are made. And where better to start mapping, then on a beautiful paradise island."*

A short film introducing the TomTom Map Paradise Project can be viewed [here](#).