

## Pilot Media Produces Lake Wylie Centennial Map

Articles / dBnews Charlotte

**Date:** Feb 03, 2004 - 11:45 AM

CHARLOTTE, NC — Pilot Media LLC, in cooperation with the Lake Wylie Marine Commission, has produced the new Lake Wylie Centennial Map, a high-quality map depicting the popular lake that spans the N.C./S.C. state line.

The map will make its debut at the Mid-Atlantic Boat Show in Charlotte, Feb. 5-8 at the Charlotte Convention Center.

Pilot Media is a Charlotte-based company that publishes the Piedmont Lakes Pilot and the Cape Fear Coast Pilot, bimonthly magazines for recreational boaters, fishermen and watersports enthusiasts in North Carolina.

Lake Wylie, which stretches 10 miles from Mecklenburg County, N.C., to York County, S.C., was the first lake built on the Catawba-Wateree chain by the company that eventually became Duke Energy Corp. The lake was created as part of the Old Catawba Hydroelectric Station, which went into operation on April 30, 1904 — the date that Duke Energy uses as its founding.

Pilot Media and the Lake Wylie Marine Commission agreed last fall to cooperate on the map project after conversation between Mike Aldridge, Pilot publisher, and Mike McLaurin, executive director of the marine commission.

Pilot Media has become very well known for its maps, which are a regular feature of the Piedmont Lakes and Cape Fear Coast editions. According to Aldridge, "Boaters and fishermen often tell us they keep a copy of the Pilot on board for reference, and several community groups have asked for permission to use Pilot maps in their marine fund-raising events."

The Lake Wylie Centennial Map measures 22 inches by 33 3/4 inches. The map is available unfolded, making it ideal for framing, or folded to a convenient size of 5 1/2 by 8 1/2 inches. The lake is pictured in its entirety on one side of the map, eliminating the need to flip the map back and forth as boaters move through the water.

The map includes exceptional detail on the features of the lake, but does not include topographical lines. Two marine commissioners, Ron Montgomery and Russ Frase, assisted Aldridge in double-checking and verifying the features listed on the map.

The map, which retails for \$9.95, is being distributed by Pilot Media. Proceeds will be split between Pilot Media and the marine commission, which will use its portion to fund safety and environmental programs on the lake, McLaurin says.

The Piedmont Lakes Pilot is distributed in Piedmont North Carolina in a region encompassing seven lakes (Hickory, Norman, Mountain Island, Wylie, High Rock, Badin and Tillery). The Cape Fear Coast Pilot is distributed along the N.C. coast from the S.C. state line north to the New River Inlet. Both magazines have a circulation of 20,000 and include features, business directories and detailed maps of lakes and waterways in their coverage area.

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This article comes from dBusinessNews - Charlotte Metro Edition  
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