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Rand McNally Offers New Destination for RVers

"Best of RVing" website kicks off with giveaways and contests just for RVers!

SKOKIE, Ill., May 24, 2012 – Rand McNally has expanded its award-winning travel community Best of the Road® with a new microsite dedicated to RVers. The "Best of RVing" site, at bestoftheroad.com/rv, kicks off with a prize-a-day giveaway featuring items such as Rand McNally RV GPS devices, e-reader tablets, and campground memberships. In collaboration with the Good Sam family of RV clubs, the site also features an "RV Stories" contest in which RVers can win up to \$5,000.

"Following the success of the Best of the Road® online community of road travelers, it was logical to build a special section just for RVers," said Dave Muscatel, CEO of Rand McNally. "Rand McNally has a long-standing relationship with RVers, who use our TripMaker® RVND™ RV GPS as well as the Rand McNally Road Atlas, to explore the country. The 'Best of RVing' site extends that experience, providing an outlet for RVers to connect, share their stories, learn about the lifestyle, and get practical tips from experts and partners."

Launched a year ago, bestoftheroad.com is a community of road travelers who review the best stops on America's highways and byways – including small towns and the points of interest between them. Every year votes are collected for the best small towns, which are then visited by amateur travelers in a Best of the Road Rally. With more than 77,000 "likes" on Facebook, bestoftheroad.com has become the must-visit destination for travelers planning their road trips.

"Best of RVing," now live at bestoftheroad.com/rv, kicks off with a prize-a-day giveaway for all site registrants through August 31, 2012. Prizes include Rand McNally's TripMaker® RVND™

GPS devices for RVers; NOOK Tablets™ from Barnes & Noble; and from Thousand Trails, Annual Camping Passes to their premier campground network. RVers simply register on bestoftheroad.com/rv and they automatically are entered to win.

In addition to the daily giveaway, the site also features an “RV Stories” contest, sponsored by Good Sam. Contest entrants submit their best tales and videos in one of six categories: Oops! Bloopers & Video outtakes; Pay it Forward; Pet Stories; Outdoor Epiphanies; Camping with Kids; and Head-Turning RV Mods & Upgrades. The RV community is invited to vote on the stories, and monthly prizes – such as \$500 gift certificates to Camping World Supercenters, DISH Tailgater® portable HDTV systems, Good Sam Club, and Good Sam Roadside Assistance memberships – will be awarded. At the end of the summer, for each of the six categories, Rand McNally and Good Sam will name Grand Prize winners. Those winners will receive \$5,000 each, provided by Nokia’s Location and Commerce business, which includes NAVTEQ® Maps and Traffic, the leading data enabling solutions for fleet logistics, geospatial analysis and asset management.

Beyond the contests, the site offers information for the experienced RVer as well as the “newbie”, including:

- RV News and Resources - everything from dealers, manufacturers, and service centers to clubs, rallies, and shows. It’s also the place to learn about new RV products and accessories.
- New RVer - information geared to those who are still dreaming about RV ownership or who have just started living their dream. From the technical and financial aspects to consider to the lifestyle changes to expect, this section covers making the transition.
- RV Solutions - all the advice needed on safety, maintenance, and technical troubleshooting---including Q&A videos from the “RV Doctor”, Gary Bunzer, an award-winning writer and speaker.
- RV Navigation - experts steer folks in the right direction, and fellow RVers share their navigation experiences and tips (including some that were learned the hard way).
- RV Living - the place for ideas on entertaining, cooking, decorating, budgeting, and generally living life to the fullest---and in style---on the road. The site also serves up practical guidance on RVing with children or grandchildren and pets.
- RV Traveler - travel advice and inspiration---including destinations, road trips, and RV-park suggestions. Share stories, and track other’s inspired stops.

“Rand McNally has a great sense of the RVer community and what they are looking for in navigation and products that help enhance the on-the-road lifestyle,” said John Sirpilla, President of [Camping World](#). “We are excited to support the new ‘Best of RVing’ site as it provides the RVer community with a wide range of opportunities to get updated on the latest and greatest and share with each other – from RV specific road trip ideas, to product news, to lifestyle tips.”

NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.) and Canada (excluding Quebec), 21 years or older. Enter by: 8/31/12. To enter and for Official Rules, including prize descriptions, visit <http://blog.bestoftheroad.com/rv-contests/>. Void where prohibited.

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About Rand McNally – Rand McNally is the most trusted source for maps, directions, and travel content. Rand McNally's products and services include: Road travel review site [bestoftheroad.com](#); Interactive travel referral service, [tripology.com](#); America's #1 Road Atlas; and TripMaker® RVND™ GPS for RVers; IntelliRoute® truck routing software and navigation devices; TruckPC and the TND™ 760 Fleet Edition mobile communication solutions for the transportation industry; and the leading geography-based educational resources for the classroom. Consumers, businesses, truckers, and educators depend upon Rand McNally to help navigate today's world. [randmcnally.com](#)

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