

Winnebago “On the Road Again” Campaign Supports the National Park Foundation

June 17, 2020

Country Artist Stephanie Quayle Lends Her Voice For Launch

FOREST CITY, IOWA, June 17, 2020 – Winnebago announced today the launch of the “On the Road Again” campaign, a call to its community asking them to share their voices in song, memories of past road trips and the optimism and inspiration of planning travels ahead. The new campaign supports the National Park Foundation, the official nonprofit partner of the National Park Service.

Submissions will be collected through June 26 on Winnebago.com. A final compilation of videos highlighting our community singing along to the timeless classic “On the Road Again,” will celebrate Winnebago adventures and community, which will be released in mid-July. Every social media share of the final “On the Road Again” video will result in a \$1 donation to the National Park Foundation.

“Our goal is to bring the community together to sing a song of solidarity and hope in our virtual sing-along, while at the same time supporting the National Park Foundation,” said Winnebago Motorhomes Vice President and General Manager Brian Hazelton. “We are excited to share positivity and optimism by sharing our voices and our stories of extraordinary experiences and memory-filled adventures.”

To learn more about how to record yourself singing to “On the Road Again” or how to upload photos and videos of favorite memories from Winnebago road trips, please go to <https://www.winnebago.com/owners/on-the-road-again> for more information. Country Music artist, Stephanie Quayle, who inspired adventure with her travel anthem, “Winnebago,” invited fans to join in the fun, by providing her own voice toward the campaign. To encourage submissions, a host of Winnebago brand ambassadors and friends will support the cause and encourage other community members to join.

“We encourage everyone to join in on our ode to the open road,” shared Scott Degnan, Winnebago Towables Vice President. “We look forward to hearing everyone’s voice and the memories of some of their favorite road trips and camping experiences.”

About Winnebago

Winnebago motorhomes, travel trailers and fifth wheel products are manufactured at dedicated facilities in Iowa and Indiana. The leading Winnebago brand of products is the most recognizable name in the industry. Winnebago is a part of Winnebago Industries, Inc. (NYSE: WGO), a leading U.S. manufacturer of outdoor lifestyle products under the Winnebago, Grand Design, Newmar, and Chris-Craft brands, which are used primarily in leisure travel and outdoor recreation activities.

About Stephanie Quayle

Rebel Engine Entertainment recording artist Stephanie Quayle has had a massive presence at country radio over the last two years ranking Top 10 in current female airplay, and most recently appearing on the Billboard Country Airplay chart with her current single, “Whatcha Drinkin ‘Bout,” from her latest EP, *If I Was A Cowboy*. The CMT “Next Women Of Country” inductee has been tapped as a Grand Ole Opry darling, making multiple appearances into the iconic circle and performing on the historic Ryman Auditorium stage. The entertainer has shared stages with artists like Willie Nelson, Bonnie Raitt, Carly Pearce, LOCASH, and many more. Quayle and Winnebago first teamed up with the release of her single “Winnebago,” and since performed three years in a row at the Winnebago Grand National Rally following her 2017 Winnebago Tour. For more info, visit stephaniequayle.com.

Stephanie Quayle Press Contact:
Marcel Pariseau
marcel@truepublicrelations.com

Taylor Bailey
taylor@truepublicrelations.com
True Public Relations
323.957.0730