

website, [www.rvtv.ca](http://www.rvtv.ca), will continue to feature a more detailed article written by **Polk** on each of the weekly RV savvy topics.

The **RVTV** film crew made another journey to North Carolina to shoot more RV Savvy segments for season two. "We have forged an impressive alliance with RV Education 101," stated Engman. "We are extremely pleased with the feedback we have received from viewers."

"We are very excited to be a part of this incredible new technology, High Definition." said **Polk**. It will capture the magic for a more enjoyable viewing experience with superior details."

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Contact:  
Mark J. Polk  
Owner  
RV Education 101  
3969 Stedman Cedar Creek Road  
Fayetteville, NC 28312  
Phone: 910-484-7615  
Fax: 910-484-8276  
<http://www.rveducation101.com>  
[info@rveducation101.com](mailto:info@rveducation101.com)

Contact:  
Rob Engman  
President  
Bullet Digital  
16 Camden Street  
Toronto, ON M5V 1V1  
Phone: 416-539-9100  
Fax: 416-536-2898  
<http://www.bulletedigital.com>  
[rob@rvtv.ca](mailto:rob@rvtv.ca)

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### **RVTV and RV Education 101's RV Savvy Segments go High Definition in July of 2005**

Fayetteville, NC – April 18, 2005 – **RV Education 101** is a North Carolina based producer of educational videos and DVDs on how to use and maintain RV's. **Mark and Dawn Polk** who started the company, felt there was not enough emphasis placed on properly educating the RV consumer on the complexities of operating and maintaining an RV. RV Education 101 continues to join forces with the new television program **RVTV**, by providing the RV Savvy segments and helping RVers stay Savvy with their rigs.

**RVTV** began airing on the Outdoor Channel in December 2004. Midway through the first season **RVTV** announced it has been renewed for twenty-six new episodes beginning in July 2005 on The Outdoor Channel 2 HD. The Outdoor Channel is a national television network dedicated to providing the best in traditional outdoor programming to America's 82 million anglers, hunters and outdoor enthusiasts. Based on October 2004 Nielsen Media Research, The Outdoor Channel's universe is approximately 26.2 million subscriber homes, delivered through a combination of cable and satellite dish viewers. The Outdoor Channel will soon launch a new and separate network to cable and satellite audiences, offering its popular outdoor programming entirely in high definition. Outdoor Channel 2 HD is set to debut in July 2005 and will offer programming both shared and independent of the existing Outdoor Channel.

**RVTV** is a magazine format show with themed topical segments. **Rob Engman**, executive producer and host of the show said, "We feel we are raising the bar on programming, tailor-made for RVing fans everywhere. We showcase great destinations, products, lifestyle stories, RV savvy tips, safety advice, book reviews and almost anything our viewers ask us for."

**RVTV** feels its joint project with **Polk** is a great way to help educate people about RVing and for people new to RVing to see first hand what it's all about. **KOA's** assistant vice president of marketing, Shannon Scheiwiller who works closely with RV Education 101 stated "RV Education 101 is the industry's expert voice of RVing safety and machine expertise." She further states, "RVers are hungry for two things - vacation ideas and machine information."

The RV savvy segments cover a broad range of topics, **Polk** said, "There's more to RVing than the RV itself. We want to offer some technical information but we also want to provide relevant information on the entire scope of RVing." The RVTV