

warnings. Demonstration is shown on both a travel trailer and 5th wheel where appropriate."

There are plans for future titles. "We don't want RVers to be overwhelmed with their new RV lifestyle. Our goal is to teach them all that we can to make all of their RV experiences everything they should be, **SAFE, FUN** and **STRESS FREE**," said Dawn Polk. "With the RV training videos RV owners can review them as many times as needed. We feel education is the single most important thing you can do for yourself. RV'ing is truly a magical way to get the most out of life!"

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FOR IMMEDIATE RELEASE

### **RV Education 101 Releases New DVD: Travel Trailer / 5<sup>th</sup> Wheel 101**

Fayetteville, NC – July 8, 2005 -- RV Education 101, founded in 1999, announces the release of their much anticipated new DVD titled "Travel Trailer / 5<sup>th</sup> Wheel 101". RV Education 101 produces professional Recreation Vehicle (RV) training videos and DVD's on how to use and maintain the systems of an RV. The owner's Mark and Dawn Polk stated there is not enough emphasis placed on properly educating the consumer on the complexities of operating an RV. Mark Polk said, "RV's are a 12 billion dollar industry and with the baby boomers and post 9/11 travel concerns it continues to grow in popularity. If you want to retain people in the RV lifestyle, education is a must. Our new DVD is one of our best selling titles. We just updated it and put it into DVD format. We had so many people requesting a DVD for 5<sup>th</sup> wheels, so we added the 5<sup>th</sup> wheel demonstration along with the travel trailer in the new DVD."

Polk states the problem is RV dealers can't typically allocate enough time to properly educate every one of their customers about the basic operations and safety aspects of an RV. He said, "Even when they do make a sincere effort to do so, consumers often find themselves with their head in a whirl trying to take in the vast amount of information involving everything from appliances, campground set-up, holding tanks, slide-outs and the general maintenance and safe operation of the RV itself. Think of how many times it took you to memorize the words of your favorite song before you could sing along. Sixteen or more times maybe? Learning how to operate an RV works the same way."

"You can give somebody the best walk-thru possible but it's a matter of retention," Polk says. "With a typical walk-thru the consumer retains about 25% of what they think they heard. Even if they go out and use the information within a week of purchasing, it is very hard to remember the details. With the instructional videos they can go back and review them again and again, whenever a refresher course is needed."

Dawn Polk said, "Travel trailers and 5th wheels add a whole new dimension to the camping experience. They can also create additional headaches for people if they are not familiar with the "how to's" of their equipment. The Travel Trailer / 5th Wheel DVD will quickly provide owners with a thorough understanding of how their travel trailer or 5th wheel works. Topics covered in the DVD include: complete set up procedures, hitch work, leveling, campground setup, LP gas system, water system, electrical system, sewage system, appliances, accessories and safety cautions and