

RALEIGH, N.C. — Heeding the call of the great outdoors, [Visit North Carolina](#) has partnered with NASCAR champion Kyle “Rowdy” Busch and affiliated brands for a sweepstakes featuring a six-day road trip as a prize.

[North Carolina’s Rowdy Energy Road Trip](#), which builds on Busch’s love of RV travel and his passion for his adopted home state, will see promotion of the sweepstakes at 225 [Camping World](#) and [Gander RV & Outdoors](#) outlets across the country. A QR code will lead to [VisitNC.com](#), where people can learn more about the drawing and register for a chance to win the trip, which begins with two nights in the Lake Norman area and continues with a choice of three destinations. The prize includes a supply of [Rowdy Energy](#), Busch’s advanced hydration energy drink.

“Whether it’s camping with my son, hitting the trails for a family hike or taking in the surf along the coast with friends, there’s no better place to enjoy the outdoors than right here in North Carolina,” Busch said. “I’m excited to be partnering with Visit North Carolina to offer travelers a chance to win an exciting adventure of their own and enough Rowdy Energy to keep them charged for six action-packed days.”

The winner can take a cue from Busch and travel by RV or opt for a hotel stay. The trip plan includes visits to [Kyle Busch Motorsports](#) in Mooresville, [Charlotte Motor Speedway](#) in Concord and the [NASCAR Hall of Fame](#) in Charlotte with outdoor activities on Lake Norman. From there, the prize offers options to continue in one of three directions:

- East to the Wilmington area for a barrier island eco-tour, kayaking or paddle boarding, and a guided tour of touched-by-Hollywood Airlie Gardens.
- North to Mount Airy for a Mayberry experience, winery tastings, horseback riding and kayaking on the Yadkin River.
- West to Saluda for an epic zipline canopy tour, whitewater thrills, mountain biking and legendary beer.

“We are thrilled to partner with Kyle Busch on this sweepstakes,” Visit NC Director Wit Tuttell said. “COVID-19 has generated interest in RV travel and premium outdoor experiences, and given Kyle’s fan base from Rowdy Energy and NASCAR, we expect to inspire a travel-thirsty public to target North Carolina for 2021 trips. The sweeps also coincides with Visit NC’s new [Outdoor NC](#) initiative, which is grounded in a partnership with the Leave No Trace Center for Outdoor Ethics.”

Entries for the random drawing will be accepted through Nov. 30.

About Visit North Carolina:

[Visit North Carolina](#) is part of the Economic Development Partnership of North Carolina, a 501(c)(3) nonprofit corporation that oversees the state’s efforts in business and job recruitment and retention, international trade, and tourism, film and sports development. The mission of Visit NC is to unify and lead the state in developing North Carolina as a major destination for leisure travel, group tours, meetings and conventions, sports events and film production. One of the state’s most vital industries, tourism generates economic activity and employment in each of the state’s 100 counties. With its majestic mountains, pristine beaches and vibrant cities, North Carolina ranks sixth among states for overnight visitation. [VisitNC.com](#)

About Rowdy Energy:

[Kyle Busch](#) is always striving to excel in everything he does not only on the race track where he has broken countless records and is a two-time NASCAR Cup Series champion but also off the track where he is a husband, father and business owner. After being in the energy drink space for over a

decade, Kyle dreamed of creating his own enhanced, smarter energy drink so that he and his fans could achieve their goals. That's why in 2020, Busch and beverage entrepreneur Jeff Church collaborated together to develop their own product, Rowdy Energy. With a focus on wellness for longevity in his career and life, the accomplished driver aptly nicknamed "Rowdy" for his will to win at all costs, created Rowdy Energy with a proprietary Enhanced Energy Formula. Comprised of precise time-released caffeine, sugar reduction ingredients, amazing taste and hydration levels above leading sports drinks, Rowdy Energy is a "better for you" product. Specifically formulated for your needs to accomplish any challenge thrown your way and to be your most effective self. Rowdy Energy seeks to support those that embody a spirit of high performance, not just all-star athletes but the weekend warrior, superhero mom, the ambitious college student, the men and women in uniform. Rowdy Energy is currently available online in seven flavors, including five sugar free options that are KETO certified. For our more traditional energy drink consumers, we designed a 60 percent less sugar option than the other leading energy drink brands. rowdyenergy.com

About Camping World and Gander RV & Outdoors:

Camping World Holdings, based in Lincolnshire, Ill., is the leading outdoor and camping retailer, offering an extensive assortment of recreational vehicles for sale, RV and camping gear, RV maintenance and repair, other outdoor and active sports products, and the industry's broadest and deepest range of services, protection plans, products and resources. Since the company's founding in 1966, Camping World has grown to become one of the most well-known destinations for everything RV, with about 225 locations in 36 states and a comprehensive e-commerce platform. Camping World is the parent company of Gander RV & Outdoors. campingworld.com

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