

## Barbie® Brings Her DreamCamper™ to Life By Listing It On RVshare

**WHAT:** Today, Barbie® is listing her [2022 Class A DreamCamper™](#) on RVshare's nationwide marketplace of over 100,000 recreational vehicles. In partnership with [CAMP](#), a family experience company, and [Mattel](#), Barbie® is kicking off a sweepstakes that allows one lucky family to win a two-night camping stay in Barbie's newly released DreamCamper™. Outfitted with her iconic pink color, the RV rental comes with a comfortable living room, full kitchen, bathroom and more.



Photo credit: CAMP/Stacie Hess

**WHY:** RVshare has teamed up with CAMP to bring the iconic Barbie® DreamCamper™ to life as part of a larger partnership between the two experiential brands. Designed to inspire and engage families, CAMP combines play, media and merchandise to create an enriching and fun experience for kids and grown ups. The sweepstakes kicks off RVshare's three-month long activation at CAMP LA. A larger-than-life, RV-inspired family travel experience, Happy Camper, will debut at CAMP's newest retail location in Los Angeles, opening at Westfield Century City on April 23, 2022.

Happy Camper will offer experiential moments of play and discovery learning for travelers of all ages - RV style. RVshare invites families to embark on the wonders of the great outdoors, roadtripping, and RV camping at the store, discovering innovative education-based play, entertainment and activities right in the heart of Los Angeles.

**WHEN:** Interested participants can enter the Barbie™ Ultimate Dream CAMP Experience Sweepstakes starting from April 13 at 12:00 AM through April 23, 2022, and the lucky winning family will be notified on April 24, 2022.

**HOW:** To enter, please visit <https://rvshare.com/rvs/barbie>.

**WHERE:** For the lucky family, the Barbie® DreamCamper™ stay will take place from April 29 - May 1, 2022 at [Bonelli Bluffs RV Resort & Campground](#), which sits just 45 minutes outside of Los Angeles, at the base of the San Gabriel Mountains. The lakeside campground resort offers majestic mountain views and Barbie-approved amenities including a beachfront park, sparkling swimming pools, outdoor fire pits, and activities galore – a camping lover's dream.

For more information please contact [press@rvshare.com](mailto:press@rvshare.com)

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