

Beat: Business

## **REALTRUCK Launches 'OFF-THE-GRID COIN' Contest On NATIONAL GET OUTDOORS DAY**

**WITH A UNIQUE OUTDOOR EXPERIENCE**

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**USPA NEWS** - Preeminent online retailer of truck parts and accessories, RealTruck is celebrating National Get Outdoors Day on June 11 with a unique outdoor experience in which one lucky off-road enthusiast will win \$10,000 in "Off-The-Grid Coin"\* to spend on RealTruck products at realtruck.com. Ten additional winners will receive a digital code redeemable for \$500 in RealTruck product. The off-roading event kicks off RealTruck's new "In The Real" campaign which encourages people to get outside and enjoy themselves outdoors.

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"At RealTruck we want to inspire people to get off their screens and get out 'In The Real' on National Get Outdoors Day," said Tony Ambroza, chief growth officer. "By gearing up, getting up and going after it, you can win Off-The-Grid Coin to upgrade your ride."

A physical replica of the Off-The-Grid Coin will be placed in a remote location somewhere in the United States. RealTruck will post hints on its social accounts as well as to its website beginning on June 3 and will drop the actual coordinates with its event partner, the onX Offroad app, on June 11.

RealTruck's message is about delivering the fun of off-roading adventures and rewarding people for pursuing them, according to Ambroza.

Downloading the onX Offroad app is the only way contestants will be able to find coordinates leading to the Off-The-Grid Coin location. Additionally, all participants will get a free month-long membership when they sign up for the app. The onX Offroad app is a pioneer in off-pavement adventure navigation. A leader in off-road maps and GPS technology, the app is built for off-roaders and by off-roaders. It immerses users in a world of possibilities—including motorized trails, OHV areas, and thousands of recreation points like trailheads and campgrounds.

"onX Offroad is excited to partner with Real Truck, challenging off-roaders to get off the pavement and explore new landscapes this season," said onX Offroad General Manager Rory Edwards. "With 615,000+ miles of motorized trails, 852 million acres of public land, and reliable maps that work without cell service, the onX Offroad app is the perfect tool to help contest participants find the Off-The-Grid Coin and bring their summer adventures to life."

For more information on how to participate in the contest, visit [realtruck.com/offthegridcoin](http://realtruck.com/offthegridcoin) as well as RealTruck's social media platforms including Facebook, Instagram and Twitter.

\*Off-The-Grid Coin is a gift card redeemable exclusively at [realtruck.com](http://realtruck.com). No purchase necessary.

Source: RealTruck

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