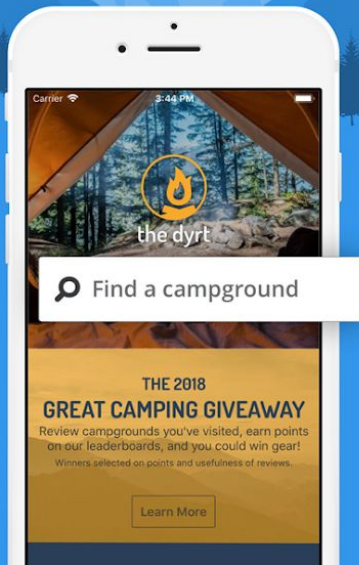


# the dyrt PRESS KIT

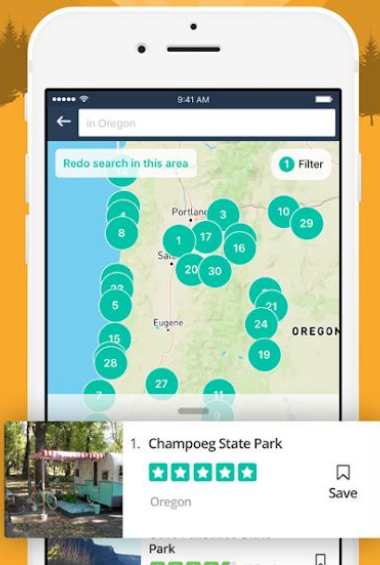
# 1 | WHAT IS THE DYRT?

- #1 camping search app ([iOS](#) and [Android](#)) and website
- Search 500,000+ locations, review & tips submitted by campers

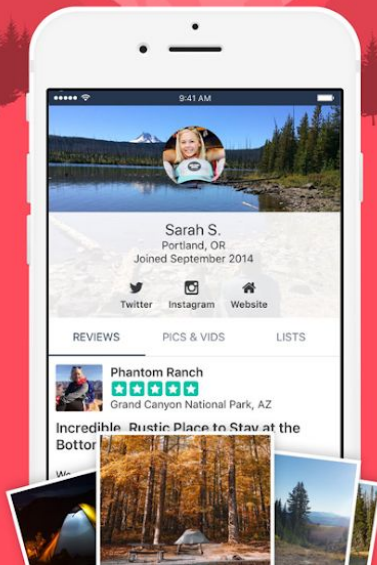
Find Awesome  
Campgrounds



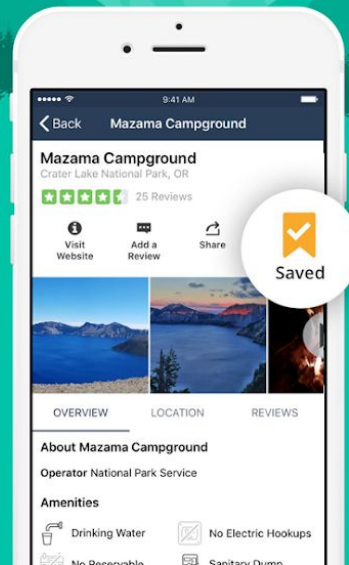
Search, Filter,  
& Explore



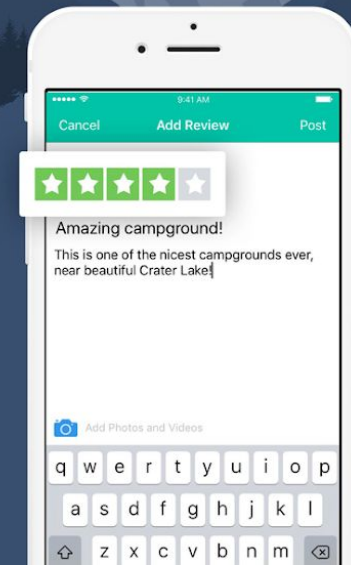
Real Reviews From  
Real People



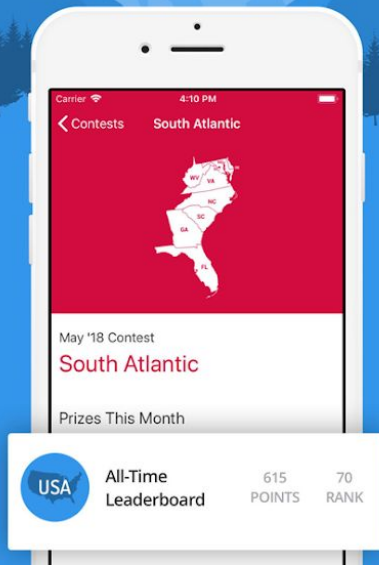
Bookmark & Save  
Campgrounds



Share Your Camping  
Experience

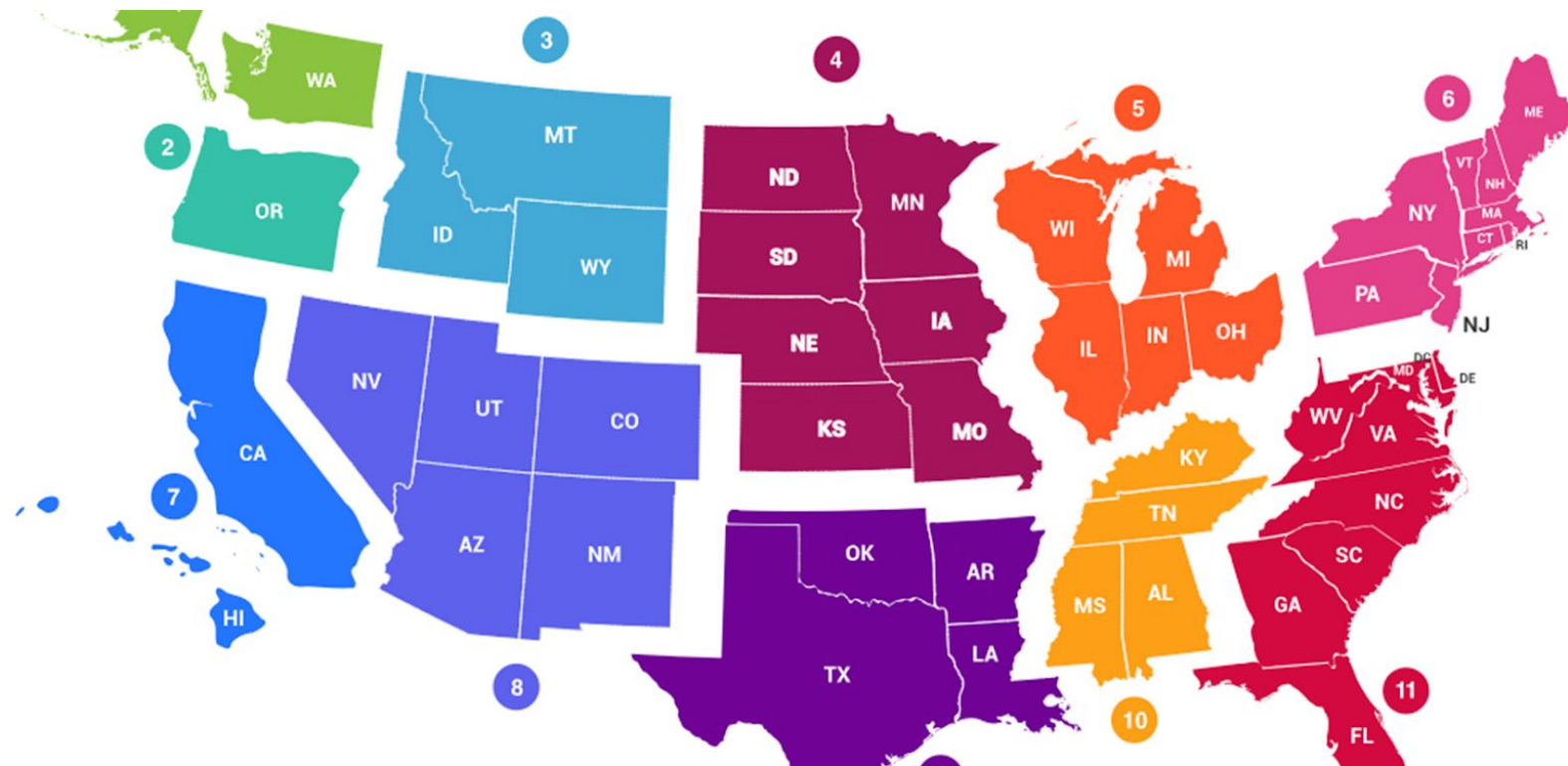


Win Cool  
Outdoor Gear








# 2 | HOW THE DYRT GREW SO FAST

- Gamification: Reviewers win gear and badges
- Positive feedback loop: User-generated content brings more users, which brings more content, etc.



## LEADERBOARD

	1 . Shelly S. Bowling Green, KY	8153 PTS
	2 . Matt S. Near Des Moines , IA	5038 PTS
	3 . Daniel S. Contoocook, NH	3236 PTS
	4 . Elliott B. Tampa, FL	2796 PTS
	5 . Asher K.	2769

# 3 | MORE THAN JUST REVIEWS

- [The Dyrt Magazine](#) curates the best camping locations across the US
- 10M campers using The Dyrt, half million email subscribers, quarter million followers

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## THE DYRT MAGAZINE

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*The latest camping tips, stories, and lists. From tents to RVs, The Dyrt covers the campground and beyond.*



### LATEST

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7 HAWAIIAN DAY HIKES



### POPULAR

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THIS SUMMER, 20 OUTDOOR

# 4 | EARLY ACCLAIM

- “To ensure you always land in the right spot, we recommend The Dyrt.”  
– [\*These 5 Apps Make Summer Adventuring a Lot Easier\*](#), **Outside Magazine**
- “Search public and private campgrounds wherever you’re headed with The Dyrt, which consolidates camping options all in one place.”  
– [\*11 Easy Ways to Get off the Grid This Summer\*](#), **Travel Channel**
- “So instead of finding yourself wedged in between a latrine and a motorhome next time you go camping, check out The Dyrt and get the low-down on the best spots and hidden gems to pitch a tent around the country.”  
– [\*‘Yelp For Campgrounds’ – Theme Of New Review Site\*](#), **GearJunkie**

# 5 | FACTS ABOUT THE DYRT

“I was tired of trying to search for campgrounds on maps and online without ever knowing what the campground was actually going to look like. So, I built The Dyrt as a way for people to know exactly what they were getting—*before* going into the wild.”

–Founder Sarah Smith

“You wouldn’t book an Airbnb without seeing what it looks like first. Campers now expect that same level of sophistication and access when looking for a campground.”

–Founder Sarah Smith

- Founded in 2013 by Sarah Smith who is a tech industry unicorn: a non-technical, 40+, female founder.
- Based in Portland, Oregon.
- The Dyrt recently closed a \$2.6M Series A and has grown to 25 staff.
- The Dyrt is a majority female company (atypical for both the Outdoor and Tech industries).
- The Dyrt has the most user generated campgrounds, campground photos & reviews on the Internet.
- Every 5 seconds a camper finds a campground, RV park, or lodging on The Dyrt.
- NEW: App now live on [iOS](#) and [Android](#).

# 6 | CONTACT

Take a seat at our campfire! Contact the fastest-growing camping app.

Press contact:

Ryan Fliss, CMO

[ryan@thedyrt.com](mailto:ryan@thedyrt.com)

[Facebook](#) – 225,000+ followers

[Instagram](#) – 75,000+ followers

[Twitter](#) – 41,000+ followers

[Newsletter](#) – 700,000+ subscribers

[Site](#) – 10,000,000+ campers