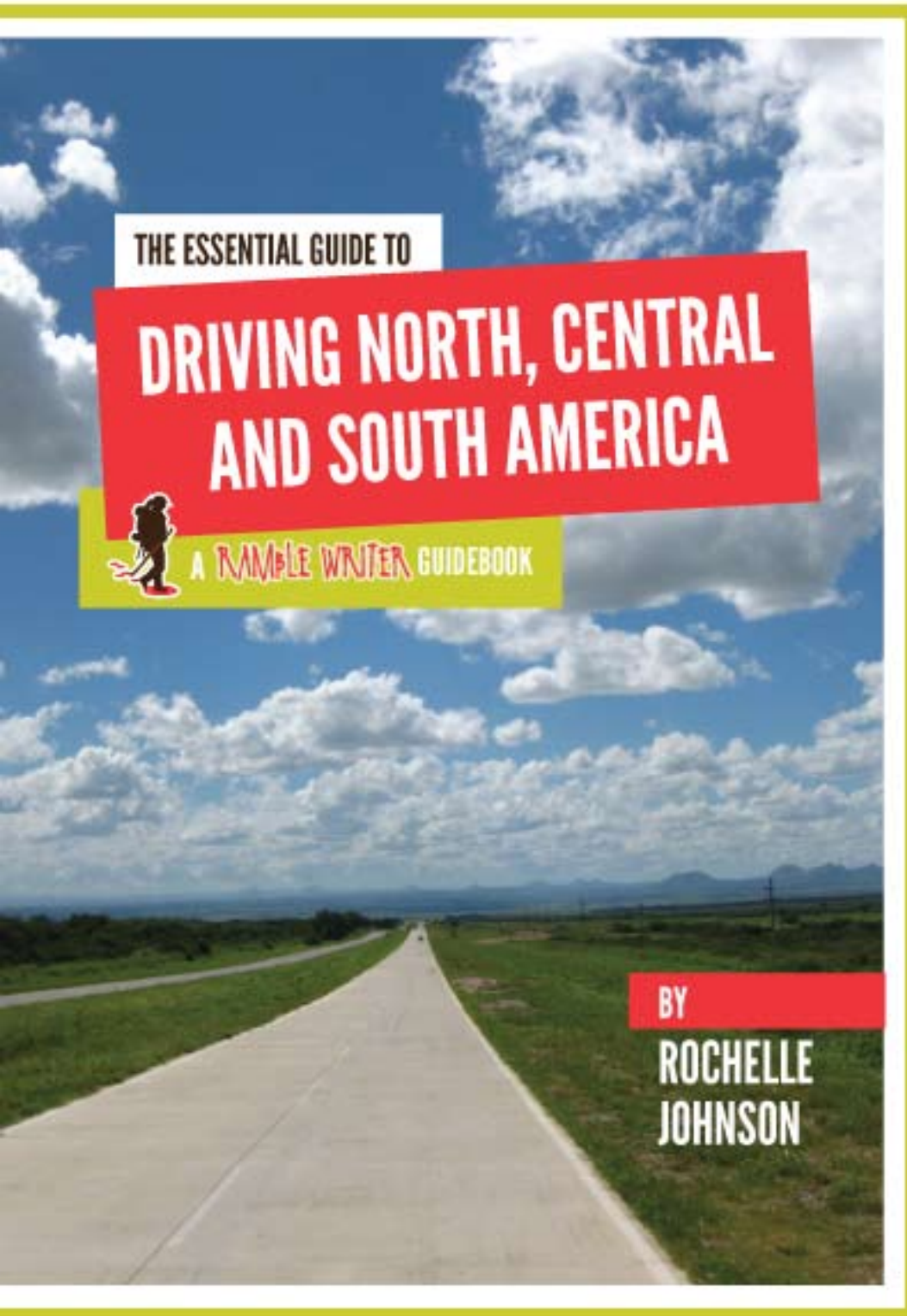


PRESS KIT

For additional information, contact Rochelle Johnson at rochelle@ramblewriter.com



ITEMS INCLUDED IN THE PRESS KIT FOLDER:

- About *The Essential Guide to Driving North, Central and South America*
- Table of Contents
- Press Release
- An Interview with the Author
- Author Biography

Interested in featuring our guidebook in your printed or online publication?

Download select photographs and logos at ramblewriter.com to include in your articles.

For more information about the author's year-long driving expedition, visit

www.RambleWriter.com

Ramble Writer features country-by-country videos, hundreds of articles, a reader forum and photo libraries.

ABOUT

THE ESSENTIAL GUIDE TO

DRIVING NORTH, CENTRAL AND SOUTH AMERICA



A RAMBLE WRITER GUIDEBOOK

By Rochelle Johnson

The journey through North, Central and South America in your own vehicle exposes you to a dizzying array of diverse cultures and landscapes. Witnessing these sights from your window is an adventure with numerous advantages over backpacking or flying by plane. Driving the Americas allows you the flexibility to change your route at a moment's notice, venture into locales unseen by the conventional tourist, and, if you outfit your vehicle accordingly, camp with the security of a metal frame over your head, as opposed to a flimsy tent or cramped hostel. All of these benefits can be appreciated while carrying your belongings in your trunk, not on your back.

The Essential Guide to Driving North, Central and South America is intended for ramblers who are

- driving a vehicle from North to South America, vice versa, or partial land trips in between
- camping with their vehicle
- modifying their vehicle to enhance safety, off-road travel, and/or camping utility
- searching for a quick, valuable, and portable information tool

Serving as the most recent and comprehensive guidebook to driving the Americas, *The Essential Guide to Driving North, Central and South America* includes recommendations for travel gear, vehicle modifications, medications, and theft prevention, specific border crossing procedures, information by country, tips for traveling with a dog, and a full list of online resources. This guidebook can be purchased as an e-book or in paperback, and can be used in conjunction with the resources provided at www.ramblewriter.com, a travel resource created by author Rochelle Johnson that includes a reader forum, photo libraries, country-by-country videos, travel articles and detailed truck modifications information.

The trek can be hard, but it certainly is not impossible. Every traveler wanders through this journey differently, and *The Essential Guide to Driving North, Central and South America* offers pertinent information to prepare for such an adventure.



The Essential Guide to Driving North, Central and South America
A Ramble Writer Guidebook
By Rochelle Johnson

For more information about the author's year-long driving
expedition from Durham, NC to Buenos Aires, Argentina, visit

www.ramblewriter.com



GRACIAS POR SU VISITA
THANKS FOR YOUR VISIT



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PRESS RELEASE

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FOR IMMEDIATE RELEASE

NEW GUIDEBOOK ENCOURAGES ADVENTURERS TO DRIVE THE AMERICAS

The Essential Guide To Driving North, Central and South America details necessary preparations for a unique journey

September 10, 2010 -- *The Essential Guide To Driving North, Central and South America*, by Rochelle Johnson, provides recommendations for travel gear, vehicle modifications, medications, and theft prevention, specific border crossing procedures, information by country, tips for traveling with a dog, and a full list of online resources for travelers exploring the Americas by vehicle.

"This is the newest and most comprehensive guidebook on the market," said Johnson, who completed a year-long driving expedition from Durham, North Carolina to Buenos Aires, Argentina in February 2010. "*The Essential Guide To Driving North, Central and South America* gives travelers the crucial details to plan and carry out this amazing adventure on four wheels. My journey throughout the Americas was a life-changing experience that altered my perception of the world, and I hope that other ramblers are fortunate enough to have similar experiences."

During her preparations for the journey, Johnson soon realized that comprehensive information regarding an overland exploration of the Americas was lacking. As a result, she launched Ramble Writer, an off-beat online travel resource that focuses on driving, camping, and exploring the Americas, in July 2008. Ramble Writer features hundreds of articles, an extensive photograph collection, educational video guides, and a reader forum.

Johnson's frequent contact with explorers adventuring the Americas and aspiring travelers through Ramble Writer, in addition to detailed documentation of the journey, provided her ample information to create a well-rounded, concise, and knowledgeable guide for roadtrippers exploring North, Central, and South America.

The book is available in electronic and paperback versions at www.ramblewriter.com.

For more information about *The Essential Guide To Driving North, Central and South America*, visit www.ramblewriter.com.

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If you would like more information about this topic, or to schedule an interview with Rochelle Johnson, email rochelle@ramblewriter.com or call 336-669-5689.



AN INTERVIEW WITH ROCHELLE JOHNSON

When did you begin your driving expedition from Durham, North Carolina, to Buenos Aires, Argentina?

My husband, Nick Hawthorne-Johnson, and our dog, Domino, and I left Durham, North Carolina, February 25th, 2009. We drove throughout 12 countries to Buenos Aires, Argentina, sold our truck, and flew back to Durham February 23, 2010.

What make and model was your vehicle?

We drove a modified 1988 Toyota 4Runner. The truck featured a custom-built metal cage, a bed platform, hidden and secure storage space, and a refrigerator.

What countries did you explore?

The United States, Mexico, Guatemala, Honduras, Nicaragua, Costa Rica, Panama, Colombia, Ecuador, Peru, Chile and Argentina.

What prompted you to go on this journey?

Honestly, it took Nick about a year to convince me to embark on such an adventure. I am fortunate enough to have quite a bit of traveling experience (my mother was a flight attendant, and so my family could fly the world for free), but I had never taken such a long and adventurous expedition. Sleeping in the back of a truck, never knowing where we would sleep for the night, and camping for weeks at a time in unfamiliar places were not in my travel repertoire!

Looking back, I am shocked at the negative stereotypes and fears I had about Latin America, which was fueled by inaccurate portrayals of drugs and violence associated with Central and South American countries propagated by the media. Exposure to so many cultures, in addition to traveling spontaneously, has reshaped my perceptions as a traveller.

What are some of your favorite memories about the trip?

- Nick proposed to me in Antigua, Guatemala, so this is definitely a memory that will stay with me throughout my life. In fact, Argentina we decided to forgo our wedding plans while in Argentina and secretly eloped in Las Vegas two weeks after we returned to North Carolina.
- In order to travel from Panama to Colombia, we had to ship our vehicle to Cartagena to avoid the jungles of the Darien Gap. We hit a stroke of luck in Colón, Panama, when we met Greg and Kerri, two Texans who were slowly sailing to the Galapagos Islands. Greg and Kerri graciously invited Nick, Domino and I to sail with them to Cartagena, Colombia. We then retrieved our truck from the shipping agency and stayed in Cartagena for 5 weeks.
- Since our accommodation expenses had barely exceeded \$400 USD after 11 months on the road (we camped 3/4s of the trip and stayed with people we met or knew along the way), we treated ourselves to a luxurious 3 weeks in apartment rentals in Buenos Aires. Staying in Buenos Aires was such a different experience from the rest of our trip - it is very trendy and cosmopolitan, and it felt almost like a small victory - we had finished our incredible journey!

What were your greatest obstacles?

The greatest obstacle I had to face was my fear of the unknown. I had mixed emotions of extreme nervousness and giddy excitement before we departed from North Carolina, but a lot of my thoughts about the trip concerned our safety and my ability to handle "life on the road." However, once we entered Mexico I soon realized that these fears were unwarranted and that "life on the road" was addictive!

Why did you decide to launch ramblewriter.com?

When we decided that we were going to make this dream a reality, I began to look for information about driving the Americas. I quickly learned that current books and relevant information on the internet was extremely limited, so I decided to provide information to interested travelers myself. Since I own a graphic art and web design company, Row Design Studios, the project allowed me to expand creatively. Ramble Writer is now an online resource that is visited by thousands of travelers each month, and it features country-by-country videos, my blog, a reader forum and photo libraries.

Ramble Writer aims to encourage others to take the plunge and explore Latin America by vehicle (or even just to take the adventure they always dreamed of!) I absolutely love receiving emails from travelers across the globe who share their travel goals and thank me for the abundance of practical and personal information that Ramble

ABOUT THE AUTHOR

Rochelle Johnson is an author and graphic designer who completed a year-long driving expedition from Durham, North Carolina, to Buenos Aires, Argentina in a 1988 Toyota 4Runner. During this journey, Johnson, her husband, and their dog explored 12 countries by land, camped in nearly 100 locations, and traversed over 30,000 miles.

During her preparations for the journey, Johnson soon realized that comprehensive information regarding an overland exploration of the Americas was lacking. As a result, she launched Ramble Writer, an off-beat online travel resource that focuses on driving, camping, and exploring the Americas, in July 2008. Ramble Writer features hundreds of articles, an extensive photograph collection, educational video guides, and a reader forum.

Johnson's frequent contact with explorers adventuring the Americas and aspiring travelers through Ramble Writer, in addition to detailed documentation of the journey, provided her ample information to create a well-rounded, concise, and knowledgeable guide for roadtrippers exploring North, Central, and South America.

Since the completion of the expedition in February 2010, Johnson has returned to Durham, North Carolina to continue work with Row Design Studios, a graphic art, web design and marketing company that she began in 2004.

Johnson has ventured through 27 countries, which include areas of western Europe, Japan, India, the Caribbean, and, of course, a great portion of North, Central, and South America. She continues to write about her travels for a variety of media and is already scheming her next great adventure.

For more information about Ramble Writer, visit ramblewriter.com.

For more information about Row Design Studios, visit rowdesignstudios.com.



Author Rochelle Johnson with her husband, Nick Hawthorne-Johnson, and their dog, Domino, in Huacachina, Peru.