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**AIRSTREAM AND THINK ABOUT YOUR EYES TEAM UP FOR A ROAD TRIP OUT WEST TO SHOW HOW VISION HEALTH ENHANCES LIFE'S ADVENTURES**

*Partnering with YouTube family, the Daily Bumps, the campaign will encourage parents to prioritize vision health in order to truly experience life's greatest adventures*

**JACKSON CENTER, OH** — (August 5, 2019) -- [Airstream](#), innovative maker of the iconic "Silver Bullet" travel trailer, today announced a partnership with [Think About Your Eyes](#), a national awareness campaign dedicated to educating the public on the benefits of vision health and the importance of annual comprehensive eye exams. Airstream and Think About Your Eyes will join forces with the Daily Bumps, a YouTube family, to embark on a road trip out west where they'll create unforgettable moments only possible with healthy vision.

Maintaining healthy vision can mean seeing more clearly, learning more easily, preserving your vision for life, and better experiencing fun moments with your loved ones this summer. When it comes to summer adventures, a recent survey conducted by the campaign of more than 1,000 U.S. parents of kids ages 2-17, found that nearly half of the families (43%) ranked road trips as a top vacation and 53% of those surveyed felt that a road trip is a great way to see the country. To inspire parents and their children, Think About Your Eyes, Airstream and the Daily Bumps will embark on a captivating road trip, full of adventures big and small. Along the way they will visit several incredible sights to show how healthy vision helps you appreciate life's most beautiful and meaningful moments.

The Daily Bumps family will be heading out west on August 12<sup>th</sup> to begin their one-week journey. Before they hit the road, they made sure to visit the eye doctor for their annual comprehensive eye exams to make sure their sights are clear on the road. Their trip will utilize Airstream's [Classic Smart Trailer](#) and include a tour of Yosemite National Park and Boise, Idaho for a lesson in making French fries.

"Our partnership with Airstream and the Daily Bumps demonstrates the importance of maintaining your vision health, so that you can enjoy life's adventures," said Jane Balek, Executive Director of Think About Your Eyes. "Scheduling an annual comprehensive



eye exam is vital to keeping eyes healthy, and with school starting soon, it's a great time to schedule an exam so they can start the school year right."

For more information on Think About Your Eyes and to find an eye doctor near you, visit [ThinkAboutYourEyes.com](http://ThinkAboutYourEyes.com).

To follow the journey, please visit The Daily Bumps' [YouTube page](#) and join the conversation with the hashtag #ShareYourSights. For further information on Airstream and the Classic Smart Trailer please visit [www.airstream.com](http://www.airstream.com).

### **About Airstream**

Airstream, manufacturer of the iconic "silver bullet" travel trailer, is the longest-tenured recreational vehicle manufacturer in the world. The company's mission, as set forth by founder Wally Byam, is to create well-designed, high-quality products that allow people to follow their dreams and explore the world in home-like comfort.

A steadfast commitment to Byam's credo, "Let's not make changes, let's only make improvements," has made the aluminum Airstream trailer a timeless classic. An unwavering focus on innovation keeps the company at the forefront of technology and customer experience in both the trailer and motorized sectors.

Airstream is based in Jackson Center, Ohio, where a team of skilled craftspeople builds each trailer by hand, adding daily to the brand's reputation for quality and innovation.

For more information, please visit [Airstream.com](http://Airstream.com), call 877-596-6111 or mail us at Airstream, Inc., 419 West Pike Street, P.O. Box 629, Jackson Center, Ohio 45334.

Learn more about Airstream, our dealers, and current travel trailer and touring coach models at [airstream.com](http://airstream.com). For the latest news on Airstream, like us on Facebook and follow us on Twitter and Instagram.

Airstream is subsidiary of Elkhart, IN-based Thor Industries (NYSE: THO), the world's largest manufacturer of RVs.

### **About Think About Your Eyes**

Think About Your Eyes is a national public awareness initiative in partnership with the American Optometric Association, focused on educating consumers about the importance of vision health and annual comprehensive eye exams. Current partners include 45 state optometric associations and AFOS, Alcon, The Vision Council, All About Vision, GUNNAR Optiks, Jobson Optical Group, National Vision, Inc. (NVI), SpecialEyes, Hilco Vision, Walman Optical, Transitions, Essilor, Luxottica Group, Eschenbach, Johnson & Johnson Vision, First Vision Media Group, Vision Expo,



Vispero, and Compliancy Group. For more information, visit [www.thinkaboutyoureyes.com](http://www.thinkaboutyoureyes.com).

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