



## Media Advisory

### **BEYOND YOUR BACKYARD NOW - NEW EPISODE FEATURES OCEAN COUNTY NJ, AN ARKANSAS DISTILLERY, AND THE GREAT SMOKY MOUNTAINS**

**NEW YORK, NY, May 19, 2020** -- The Beyond Your Backyard travel program has posted its newest episode of the weekly [Beyond Your Backyard NOW](#) with host [Erik the Travel Guy](#) exploring the vacation ecosystem and what travelers need to know about travel now. Each segment delivers up-to-date details about the state of the travel industry as well as ideas for planning one's next trip. Highlights include:

**5 Questions With:** This week Erik interviews Travel Blogger Kristin Addis from Bemytravelmuse.com. Kristin shares tips on finding inspirational ideas for your next vacation and whisks us away to French Polynesia to swim with humpback whales.

**Where To Go:** Erik goes to the Great Smoky Mountains where visitors can submerge themselves into an unforgettable array of outdoor activities -- from whitewater rafting to tubing to biking throughout the park.

**Day Tripping:** With Lori Pepenalla, CEO of the Southern Ocean County (NJ) Chamber of Commerce. Lori discusses vacationing on the Jersey Shore and steps local restaurants and attractions have taken to ensure a socially distanced summer trip.

**One Fun Idea:** Whiskey vs. Bourbon. This week, Erik talks all things whiskey with Phil Brandon, Founder and Chief Distiller of Rock Town Distillery in Little Rock, Arkansas. Phil explains the difference between whiskey and bourbon and discusses his philosophy of locally sourcing the ingredients in his whiskey.

"This week I continue to explore the vacation ecosystem," commented host Erik Hastings. "From providing inspirational ideas for one's next trip to giving viewers a glimpse into summer at the Jersey shore -- social distancing style -- we see the world of traveling transform right before our eyes. With Beyond Your Backyard NOW, our goal is to help travelers plan their next trip while navigating the post-covid landscape of vacationing."

#### **ABOUT THE SHOW:**

Beyond Your Backyard NOW is the must-watch destination for all things travel, presented in a positive, informative and entertaining format. Emmy-award winning host Erik The Travel Guy inspires viewers to plan and safely embark on their next adventure. Each 30 minute episode reminds viewers that travel is rewarding and vital to a healthy lifestyle. Beyond Your Backyard NOW is an industry disruptor, breaking today's mold of conventional (and often boring) travel

“infotainment”. During the current pandemic, Beyond Your Backyard NOW (currently available on YouTube) includes relevant information pertaining to the health crisis and its impact on travel.

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