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**NEWS RELEASE**  
**April 14, 2015**  
**FOR IMMEDIATE RELEASE**

***JOHNNIE WALKER RV CELEBRATES 52 YEARS IN  
LAS VEGAS WITH THE GRAND OPENING OF THE  
"CAMPING LODGE"***

**LAS VEGAS, NV** – April 8, 2015, marked a momentous occasion for family owned and operated, Johnnie Walker RV (JWRV), as they celebrated 52 years of business in Southern Nevada, with the opening of a new flagship "Camping Lodge," as it has been dubbed, in the same location where the original building once stood.

Days prior, employees of the Las Vegas based company and its founder and namesake, John L. "Johnnie" Walker, stood witness to the demolition of the original building assembled by his father and him in 1963. Emotions ran high for employees, family and friends, as they watched Johnnie, his son and JWRV President, John "West" Walker, and grandson and Marketing Director, Michael Walker, take part in the historic demolition event. Giving the momentous occasion a visual to remember, Johnnie made the first blow to the original building with the backhoe, kicking off a month of celebratory festivities and sales events.

"With the demolition of our original sales building, the grand opening celebration with our friends and family, and the upcoming *RV Extravaganza Sale*, it has been a month of transformation and celebration for us," said Michael Walker. "We are unbelievably proud of our history and honored by the support the Las Vegas community has given to us throughout the years."

As of April 8, the new state-of-the-art "Camping Lodge" is operational and capable of serving local and out-of-state RV enthusiasts in every aspect of RV sales, service & repair, and parts. For more information on Johnnie Walker RV, please visit: [JWRV.com](http://JWRV.com). To view demolition day photos, please [Click here](#).

## **ABOUT JOHNNIE WALKER RV**

Since 1963, Johnnie Walker RV has been a family owned and operated company providing a full range of high-quality motorhomes, travel trailers, toy haulers and 5<sup>th</sup> wheels, along with an extensive RV parts and service departments. With more than 80 employees, the fourth generation RV business offers three Southern Nevada locations on Boulder Highway. For more information, call (702) 458-2092 or visit [jwrv.com](http://jwrv.com).

## **ABOUT CIM MARKETING PARTNERS**

CIM Marketing Partners provides services that include strategic consulting and planning, digital and social media, public relations and advertising, media buying and placement, corporate identity development and branding, brochure and collateral development, television and radio production and special events planning and management. For more information, call 702.944.2464 or visit the Web site at [www.cimmp.com](http://www.cimmp.com).

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**\*Photo cut line—Three generations of the Walker Family at the ribbon cutting (left to right) Darcy Walker-Fitch, John “West” Walker, Michael Walker, John L. “Johnnie” Walker, Shelly Walker-Johnson.**