



## Janine Pettit

Founder and Editor-in-Chief  
Girl Camper/ *Girl Camper Magazine*

Growing up in a large family of campers, Janine Pettit was thrilled when camping groups began popping up across the country. She bought herself a 10-foot camper and a tow vehicle and began camping on the weekends.

"I saw people doing all kinds of things that weren't safe – not having chains, not doing safety checks," she says. The year was 2015, and *Girl Camper* – then a small blog focused on camper safety – was born.

In the years that have followed, *Girl Camper* has grown in leaps and bounds. Soon after Pettit launched her blog, *Go RVing* tapped her for a partnership, and she launched a podcast – which now has more than 200 episodes.

The brand also features *Girl Camper Guides*, an educational effort led by local and regional micro-influencers who host events, meeting with and teaching women and working closely with RV dealers in their regions. And, at the height of COVID, Pettit launched *Girl Camper Magazine*, a quarterly publication that now boasts more than eight issues.

The magazine earned an Honorable Mention from the Folio: Eddie and Ozzie Awards, an awards program in the publishing community, under the "New Magazine – Design Category." As the *Girl Camper* team attended the New York ceremony, they enjoyed being in the company of HGTV stars like Joanna Gaines and The Property Brothers.

A stay-at-home mother before she launched *Girl Camper*, Pettit describes the growth of her brand as a natural evolution that began when her youngest child was about to graduate from high school.

"At the time, I was talking to my oldest daughter, telling her that I would like to work for 10 years to contribute to the coffers before her dad and I retired," Pettit says. "She told me, 'Mom, you have so many skills, forming groups and putting people together. You are great at making things happen.'"

Pettit's daughter, who works in marketing, wrote her mother a life skills resume – a gesture Pettit says not only moved her to tears but helped her recognize many of the skills she already possessed.

"I realized that I can do all of these things," she says. "I was always a hustler. I've always been a busy person."

Today, Pettit credits her daughter and her husband, whom she describes as an incredible cheerleader, with



helping her get *Girl Camper* off the ground. Her daughter even helped her develop the tagline for *Girl Camper*: "Going Places. Doing Things."

She says she also has received "incredible encouragement" from Karen Redfern of *Go RVing*, as well as Christy Spencer of *Keystone RV*, both of whom she says understood that *Girl Camper* approaches the encouragement of the RV lifestyle from an experiential standpoint.

*Girl Camper* is now a full-time job for Pettit, who works 50 to 60 hours a week, including two to three days per week with the magazine – the accomplishment of which she is proudest.

"We just really want to encourage people by showing them what we do and giving them the confidence to do it themselves," says Pettit. "When you get outdoors, it's soothing to your soul. There is no wrong way to camp like a girl."