

TRAVEL ♥ WORK ♥ EXPLORE

ROOTLESS LIVING

FOR IMMEDIATE RELEASE – August 3, 2021

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Record-Breaking RV ownership means thousands more will celebrate the 2nd Annual Digital Nomad Day this year

SIoux FALLS, SOUTH DAKOTA: Rootless Living Magazine is celebrating its 2nd Annual National Digital Nomad Day being held on August 8, 2021. Rootless Living, the Nation’s premier publication that teaches, encourages, and inspires readers to live a nomadic lifestyle, also announced the entire month of August as Digital Nomad Month.

With millions of American’s moving to remote work last year and Fortune 500 companies announcing workers may work remotely indefinitely, the number of Digital Nomads in the United States and around the world has continued to rise.

Digital Nomads are remote workers who usually travel to different locations. They can be found working in their traveling homes, coffee shops, co-working spaces or public libraries. Their modes of transportation vary, but as the RV industry celebrates record-breaking years of sales, there are now over 11 million RV owners in the US with that number continuing to rise. A staggering 84% of working-age consumers plan to purchase an RV in the next 5 years.

Rootless Living Publisher, Demian Ross explains “We’ve come to realize that the ‘American Dream’ is a scam. I’m not sure what generation said it was ok to work 40-60 hours a week, get 2 weeks of vacation a year, and not be able to afford to go anywhere. Why do we have to work and travel at separate times?”

With the rising housing market and advances in remote learning, many families are doing just that - selling their homes, for a profit, and hitting the road.

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“We created **Digital Nomad Day** to celebrate nomads who are already living this alternative lifestyle and to inspire those millions who are planning their move to it.” Demian Ross said. “Living in a ‘van down by the river’ is no longer a punchline but life goals for many and Rootless Living will be there to help Digital Nomads get started and connect with one another along the way.”

Digital nomads are encouraged to celebrate their lifestyle on this 2nd annual Digital Nomad Day by using the hashtag #DigitalNomadDay to connect with the community and share why they chose this lifestyle.

Rootless Living Magazine is also hosting an in-person meetup on August 8th near Yellowstone National Park.

About Rootless Living Magazine: Rootless Living Magazine is a bi-monthly publication created for Digital Nomads, by Digital Nomads. Currently, on their 10th issue, the magazine is available in both print and digitally. Rootless Living also offers a weekly podcast available on iTunes, Stitcher, and all major podcast players. You can learn more at RootlessLiving.com

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