

# Press & Partnership Kit.

campgrounder.io hello@campgrounder.io June 2026

## WHAT IT IS

A free, mobile-first campsite finder with hundreds of hand-curated sites across the US and Canada. No account required. No paywall. Direct booking links to recreation.gov and every provincial park system in Canada.

**Hundreds +**

HANDPICKED CAMPS

**US & Canada**

COVERAGE

**4.8**

AVG. RATING

## THE STORY

Campgrounder was built by Ben VanderVeen, a Portland-based creative after a layoff left him with time and an internet-tab problem. Every camping trip meant five tabs, three search engines, and too many dead-end listicles. So he built the thing he wanted to exist.

Campgrounder is part of the Moss and Fog Media family, a Pacific Northwest independent media brand. Launched in 2025 and growing through word of mouth and community.

## WHAT MAKES IT DIFFERENT

### Canada, done right.

Every Canadian campground routes to the correct provincial reservation system, not a generic search.

### Curation over volume.

Sites are hand-picked with honest write-ups. Not a scraped database.

### Loads offline.

A single static file. No app install. Works on one bar of signal.

### Built for campers.

Dark sky, tent-friendly, BLM, and stargazing filters. Details that matter.

## PARTNERSHIP OPPORTUNITIES

### Brand Sponsorship

Contextual placement for outdoor gear brands. A stove brand on BLM sites, a cooler brand on car camping spots. High-intent, honest placement.

### Affiliate Integration

Amazon Associates is live with contextual gear picks on every campground. Open to REI, Backcountry, or brand-direct affiliate programs.

### Press & Media

Available for editorial coverage, tool round-ups, and features. Founder available for quotes or interviews.

### Content Partnership

Open to co-branded trip guides, newsletter mentions, and link exchanges with outdoor blogs and creators.