**Mississippi River Parkway Commission “Flavors of the Great River Road Giveaway” overview**

**Overview**

The Mississippi River Parkway Commission’s Flavors of the Great River Road Giveaway is a simple sweepstakes designed to help promote the flavors of the Great River Road—restaurants, regional cuisine, classic dishes, agritourism options and more.

The giveaway runs from June 4 to August 31, 2018.

To enter, fans will like the Great River Road Facebook page ([www.facebook.com/GreatRiverRoad](http://www.facebook.com/GreatRiverRoad)) and provide basic contact information for a chance to win. They will also have the option to share their favorite “flavors” of the Great River Road, whether it’s a restaurant they like, a farmer’s market they attended, photos from a winery or anything else. (These entries will be approved by MRPC National Office staff and shared on a blog page on experiencemississippiriver.com throughout the duration of the promotional period.)

One grand-prize winner will be selected at random to receive a Great River Road prize package that includes a $500 prepaid credit card and a copy of the 10-state Great River Road map. We will also provide individual state food-based itineraries for the winner (and other visitors to the site) to explore.

During the promotion period, we will highlight the flavors of the Great River Road (content created by states, the MRPC National Office and fan submissions) on our social media channels (Facebook, Pinterest and our new Instagram account) and blogs.

The 12-week promotion will focus on classic foods and dishes rather than specific restaurants (though entrants are free to share their favorite Great River Road restaurants as well). Weeks 2-11 will focus on a specific state and its iconic foods (we will share a blog/itinerary for each state in its given week). The schedule is as follows:

* Week 1 (June 4-June 10): Promo launch, general food/dining/flavors promotion
* Week 2 (June 11-June 17): Wisconsin
* Week 3 (June 18-June 24): Minnesota
* Week 4 (June 25-July 1): Tennessee
* Week 5 (July 2-July 8): Iowa
* Week 6 (July 9-July 15): Kentucky
* Week 7 (July 16-July 22): Arkansas
* Week 8 (July 23-July 29): Missouri
* Week 9 (July 30-August 5): Mississippi
* Week 10 (August 6-August 12): Illinois
* Week 11 (August 13-August 19): Louisiana
* Week 12 (August 20-August 24): Promo end, general food/dining/flavors promotion

We’re asking for help promoting the giveaway in the Great River Road states, and we have included some tools you can use to help us get the word out.

**At Interpretive Centers**

Promotional cards promoting the contest and the Great River Road in general will be distributed to Interpretive Centers in each of the MRPC states.

We are also happy to provide Interpretive Centers with our state blogs/itineraries (listed above) for printing and distribution.

If your state’s Interpretive Centers are interested in participating, please visit <http://mrpcmembers.com/order-your-flavors-of-the-great-river-road-cards/>. Interested Interpretive Centers should respond by **Friday, May 18**.

**On your website**

Add the button/logo provided to your website if possible (button will link to promo landing page)

**In your e-newsletters**

*Sample e-newsletter content*

**Win a tasty road trip on the Great River Road!**

Explore the culinary heart of America as you follow the Mississippi River. Enter the Flavors of the Great River Road Giveaway, and you could win $500 to sample fantastic food up and down the Great River Road.

LINK: promo landing page

**On Facebook**

*Sample Facebook posts*

What’s your favorite flavor on the [your state] Great River Road? Share your favorite meal, can’t-miss farmer’s market, waterfront restaurant or more and you could win $500 to spend on a tasty trip along the Great River Road.

LINK: promo landing page

Discover the flavors of the Great River Road! Enter today, and you could win $500 to spend on a tasty road trip along the Mississippi.

LINK: promo landing page

**On Twitter/Instagram**

Please feel free to share posts about restaurants, farm tours, wineries, farmers’ markets or other events that convey the “flavors” of the Great River Road. Be sure to use the hashtags #GRRFlavors and #GreatRiverRoad in your posts. On Instagram, please tag the Great River Road account, @greatriverroad, whenever possible.

*Sample Twitter posts*

Experience the flavors of the #MississippiRiver along the #Great RiverRoad! Enter today and you could win $500 to spend on a tasty road trip. Link to promo landing page

What’s your favorite flavor on the #GreatRiverRoad? We’re looking for farmer’s markets, waterfront restaurants, classic recipes & more. Enter today and you could win $500 to spend on a tasty road trip! Link to promo landing page

*Sample Instagram post*

[photo of farmer’s market] Celebrate the flavors of the @greatriverroad this summer! Visit experiencemississippiriver.com to learn more about the #GRRFlavors in each of the 10 #GreatRiverRoad states!

[photo of winery] What’s your favorite flavor along the #GreatRiverRoad in [your state]? Drive the Great River Road this summer to discover your #GRRFlavors.