**Host a Drive the Great River Road Month Kick-Off Event**

Your state can host a rally with local tourism industry workers in communities along the Great River Road to raise awareness about Drive the Great River Road Month among local media, elected officials and residents.

The event should be held in early September (Drive the Great River Road Month starts September 1), and the main focus should be the variety and importance of your state’s section of the Great River Road, including notable attractions, interpretive centers, and/or things to do and see in local river towns. Events should take place in one of your state’s Great River Road towns or at one of the interpretive centers.

See the following pages for a sample media advisory to send to local media, as well as a sample invitation you can send to members of the travel industry and elected officials asking them to attend the Drive the Great River Road Month celebration.

**SAMPLE MEDIA ADVISORY – CELEBRATE DRIVE THE GREAT RIVER ROAD MONTH**

**[STATE/CITY NAME] – DATE/TIME**

 **[State Tourism Office/DMO Name] celebrates Drive the Great River Road Month
 by highlighting scenic byway’s attractions, events in [state]**

**Who**:    Travel representatives from across **[state]** will join:

* Governor/Mayor \_\_\_\_\_
* State Tourism Office director \_\_\_\_\_
* Destination Marketing Organization executive director \_\_\_\_\_
* Chamber of Commerce executive director \_\_\_\_\_
* Attraction owner \_\_\_\_\_
* Hotelier \_\_\_\_\_
* Restaurateur \_\_\_\_\_
* Approximately **[INSERT NUMBER]** local tourism industry supporters

**What**:  September 1 marks the launch of Drive the Great River Road Month, which is dedicated to promoting travel and tourism along the 3,000-mile Great River Road, the national scenic byway that stretches along the Mississippi River from Minnesota to Louisiana.

 Travelers spend more than $25 billion annually in the 100-plus counties and parishes that line the Great River Road, and those expenditures support thousands of jobs in the 10 states along the Great River Road.

**When**: **[DATE/TIME]**

**Where: [LOCAL LANDMARK NAME, ADDRESS]**

**Why:** Drive the Great River Road Month is designed to illustrate the countless things to see and do along the Great River Road, America’s longest National Scenic Byway. From museums and historical sites to restaurants and shops, each of the 10 states along the Great River Road has its own unique offerings.

**Contact:** **[NAME / PHONE / E-MAIL OF TRAVEL RALLY DAY ORGANIZER]**

# # #

**SAMPLE INVITATION LETTER TO TRAVEL INDUSTRY EMPLOYEES, BOARDS and SUPPORTERS FOR DRIVE THE GREAT RIVER ROAD EVENTS**

*(Use this letter to ensure key travel industry managers actively engage and recruit their employees to attend your event.)*

**[DATE]**

Dear Tourism Colleague:

To mark the start of Drive the Great River Road Month, we at **[INSERT COMPANY/ ORGANIZATION NAME]** are holding a launch event on **[DATE]** to highlight the importance of travel and tourism along the Great River Road, the 3,000-mile National Scenic Byway that follows the Mississippi River from Minnesota to Louisiana.

The goal of this launch event is to raise awareness of the numerous things to see and do along the Great River Road, including visiting historical sites, exploring museums, shopping and dining. Travelers spend more than $25 billion annually in the more than 100 counties and parishes along the Great River Road, and those expenditures support thousands of jobs and ease the tax burden of countless residents in our state.

I am inviting you to participate in this celebration of Drive the Great River Road Month on **[DATE]** at **[LOCATION]** at **[TIME OF THE EVENT]**. The launch of Drive the Great River Road Month will bring together members of our community who both support and represent the travel industry. Members of the media will also be in attendance. Please help us raise awareness of the vital impact travel along the Great River Road has on our region and our state as a whole.

Please feel free to contact me at **[PHONE]** or **[EMAIL]** with any questions or for more information. I look forward to seeing you at the rally on **[DATE]**.

Sincerely,

**[NAME/ORGANIZATION]**