**FOR IMMEDIATE RELEASE**

**CONTACT:** Susanne Thiede-Barnet, Managing Director, National Mississippi River Parkway Commission, 1-866-763-8310

**Drive the Great River Road Month starts September 1***Celebration encourages motorists to travel the National Scenic Byway all month long*

**[LOCAL DATELINE (September XX, 2018)]** – The Mississippi River Parkway Commission is inviting motorists to travel the Great River Road during Drive the Great River Road Month, which starts September 1.

Drive the Great River Road Month is an open invitation to plan a fun and memorable road trip along the nearly 3,000-mile National Scenic Byway that runs through 10 states, from Minnesota to Louisiana. It is one of the oldest, longest and most unique scenic byways in North America, offering a gateway to the Mississippi River Valley’s great history, the blending of cultures and a host of recreational options to all visitors.

The long list of must-see attractions and exciting family-friendly events is certainly a big draw for visitors along the Great River Road. There are magnificent natural wonders, captivating historical sites and unique cultures to experience. Many travelers also take interest in the Great River Road’s agriculture, exploring the area’s delightful orchards, cheese factories, nurseries, tree farms, wineries and farmers markets.

**[QUOTE FROM LOCAL/STATE OFFICIAL ABOUT YOUR STATE’S SECTION OF THE GREAT RIVER ROAD, ITS ASSETS/ATTRACTIONS/ETC. AND IMPORTANCE TO TOURISM]**

To help celebrate Drive the Great River Road Month, the Drive the Great River Road Sweepstakes will be held from Sept. 1-30, offering travelers a chance to win $500 to use on their own trip along the Great River Road. More information can be found on [www.experiencemississippiriver.com](http://www.experiencemississippiriver.com) and [www.facebook.com/GreatRiverRoad](http://www.facebook.com/GreatRiverRoad).

Plan a day’s drive or a month-long excursion along the Great River Road National Scenic Byway with the help of [www.experiencemississippiriver.com](http://www.experiencemississippiriver.com). Here you’ll find information on all the Great River Road states, interpretive centers (museums and historic sites showcasing the stories of the Mississippi), upcoming events and must-see attractions, along with suggested itineraries and maps to help plan a trip that’s just right for you. You can also order a free 10-state map or download the Drive the Great River Road app.

You can also find the Great River Road on Instagram at [www.instagram.com/greatriverroad](http://www.instagram.com/greatriverroad), on Pinterest at [www.pinterest.com/GreatRiverRd](http://www.pinterest.com/GreatRiverRd) or on YouTube at [www.youtube.com/TheGreatRiverRoad](http://www.youtube.com/TheGreatRiverRoad).

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