**Drive the Great River Road Month Talking Points**

**General Great River Road information**

* The Great River Road National Scenic Byway was established in 1938 – 2018 is our 80th anniversary!
* Governors of the 10 river states opted to use existing roads and highways rather than   
  building a new continuous road, as a means of conserving land, time and money
* The National Mississippi River Parkway Commission (MRPC) was also established by order of Congress in 1938 to develop and oversee the Great River Road
* The MRPC’s objectives are to promote and preserve the Great River Road and its amenities and to promote the Great River Road and the Mississippi River Valley communities
* The Great River Road is one of the longest and oldest National Scenic Byways in the country
* The Great River Road is approximately 3,000 miles long and runs through 10 states (Minnesota, Wisconsin, Iowa, Illinois, Missouri, Kentucky, Tennessee, Arkansas, Louisiana and Mississippi)
* Runs through more than 100 counties and parishes
* There are more than 70 museums and historic sites (in all 10 states) that act as interpretive centers to showcase the history and culture of the Great River Road
* Travelers spend more than $25 billion annually in the communities along the Great River Road (this accounts for 1/5 of the total tourism expenditures generated each year in the 10-state region)
* Tourism directly supports more than 450,000 jobs in the cities and towns along the Great River Road

**Drive the Great River Road Month**

* September is Drive the Great River Road Month; celebrated annually. Celebration encourages motorists to drive any section (or all of them) along the 3,000-mile Great River Road
* Drive the Great River Road Month celebrates the countless things to see and do along the Great River Road, including visiting interpretive centers, parks, river towns and more
* In conjunction with the launch of Drive the Great River Road Month, we will hold the Drive the Great Road Sweepstakes, which will run Sept. 1-30 and award one winner $500 cash

**Social media/contact information**

* More information about the Great River Road, travel itineraries and maps can be found at [www.experiencemississippiriver.com](file:///C:\Users\Alan\Desktop\GRR-MRPC-MRC\Downloads\www.experiencemississippiriver.com)
* For more information, you can also call the MRPC National Office at 866-763-8310
* Follow us on Facebook at [www.facebook.com/GreatRiverRoad](file:///C:\Users\Alan\Desktop\GRR-MRPC-MRC\Downloads\www.facebook.com\GreatRiverRoad), on Instagram at [www.instagram.com/greatriverroad](http://www.instagram.com/greatriverroad), on Pinterest at <http://www.pinterest.com/GreatRiverRd> or find us on YouTube at [www.youtube.com/TheGreatRiverRoad](file:///C:\Users\Alan\Desktop\GRR-MRPC-MRC\Downloads\www.youtube.com\TheGreatRiverRoad)