



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



Drive the Great River Road Month Talking Points

General Great River Road information

- The Great River Road National Scenic Byway was established in 1938
- 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 hold the annual Drive the Great Road Sweepstakes, which will run throughout the month and awards one winner \$500 cash

Mission Statement: Preserving, promoting and enhancing the Mississippi River Parkway for communities and travelers

Phone: 866-763-8310 • Fax: 608-242-8896

Web Site: ExperienceMississippiRiver.com • E-mail: info@experiencemississippiriver.com



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Social media/contact information

- More information about the Great River Road, travel itineraries and maps can be found at 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, on Instagram at www.instagram.com/greatriverroad, on Pinterest at <http://www.pinterest.com/GreatRiverRd> or find us on YouTube at www.youtube.com/TheGreatRiverRoad

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