



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



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

The Mississippi River Parkway Commission’s “Flavors of the Great River Road” campaign is designed to promote the flavors of the Great River Road—regional cuisine, classic dishes, agritourism options and more.

The campaign runs from July 22-August 25, 2020.

There are two components to the campaign: 1) A simple sweepstakes encouraging fans to enter for a chance to win \$500 toward a Great River Road trip (www.experiencemississippiriver.com/flavors/enter), 2) A collection of fan-recommended recipes, farmers’ markets, agritourism attractions and more to use on the Great River Road website and in other MRPC marketing materials: www.experiencemississippiriver.com/flavors

Links to the giveaway, fan recommendations and other content will be found at <http://experiencemississippiriver.com/flavors> throughout the promotional period.

During the promotion period, we will also highlight the flavors of the Great River Road (content created by the MRPC National Office and fan submissions) on our social media channels and blogs—please feel free to share this information on your channels.

- Facebook: www.facebook.com/greatriverroad
- Instagram: @greatriverroad

We will share a series of blogs throughout the promotional period, focusing on regional specialties, historical origins of famous food and more. These blogs will appear on the Great River Road website and be shared on the MRPC social media channels.

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.

On your website

Add the button/logo to your website if possible. (Image files can be downloaded from toolkit on [Forms & Resources page on mrpcmembers.com](http://www.mrpcmembers.com); image should link to promo landing page: <https://experiencemississippiriver.com/flavors/enter/>)

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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In your e-newsletters

Sample e-newsletter content – contest entry

Win a tasty road trip on the Great River Road!

Explore the 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: <https://experiencemississippiriver.com/flavors/enter/>

Sample e-newsletter content – share your favorite flavors

Share your favorite Great River Road flavors!

What's your favorite flavor of the great River Road? Share your favorite signature dishes, must-make recipes and more... and find recommendations from other travelers!

LINK: <https://experiencemississippiriver.com/flavors/share>

On Facebook

Sample Facebook post – contest entry

Want to explore the flavors the Great River Road in **[your state]** and beyond? Enter today, and you could win \$500 for a tasty road trip!

LINK: <https://experiencemississippiriver.com/flavors/enter>

Sample Facebook post – share your favorite flavors

Got a favorite dish or must-make recipe from along the Mississippi River? Share your favorite Great River Road flavors and browse recommendations from other travelers.

LINK: <https://experiencemississippiriver.com/flavors/>

On Twitter/Instagram

Please feel free to share posts about farm tours, wineries, farmers' markets, restaurants that may be open or other events that convey the "flavors" of the Great River Road. You can also link your followers to the \$500 giveaway. Please use the hashtags #GRRFlavors and #GreatRiverRoad in your posts. On Instagram, please tag the Great River Road account, @greatriverroad, whenever possible.

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