



## Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202  
Madison, WI 53703



### FOR IMMEDIATE RELEASE

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### Drive the Great River Road Month starts September 1

*Celebration encourages motorists to travel the National Scenic Byway all month long*

**(September 1, 2017)]** – Governor Kim Reynolds joined commissioners of The Iowa Mississippi River Parkway Commission signing a proclamation declaring September Drive the Great River Road month in Iowa. Reynolds invited motorists to travel the 341 miles of the Iowa Great River Road beginning September 1 and to travel the road throughout the month of September. The signing took place in Pike Peaks State Park in McGregor, Iowa early Thursday morning August 31<sup>st</sup>.

### SEE BELOW THOSE ATTENDING

Edith Pfeffer, chair of the Iowa Mississippi River Parkway Commission, encourages all Iowan's to explore all or part of the 341 miles making up the Great River Road in Iowa. As citizens are driving the Iowa Great River Road, she encourages them to stop and visit one or all of the sixteen National Interpretive Centers located in Iowa. In Northeast Iowa, citizens are encouraged to visit Effigy Mounds National Monument at Harpers Ferry, the Guttenberg Fish Hatchery in Guttenberg, the National Mississippi River Museum and Aquarium and National Rivers Hall of Fame and the E.B. Lyons Interpretive Center in Dubuque, and the Hurstville Interpretive Center just north of Maquoketa. In the Clinton area, you may visit The Saw Mill Experience Museum and the Eco-Tourism Center south of Camanche. Buffalo Bill Museum in LeClaire, the Putnam Museum of History and Natural Science and Na Hant Marsh in Davenport are all National Interpretive Centers along the Great River Road. Pine Creek Grist Mill and Muscatine History and Industry Center – Pearl City Button Museum Muscatine and Toolesboro Mounds and Museum at Wapello are great history and cultural opportunities. No history trip along the Great River Road would be complete without a stop at Old Fort Madison and the George M. Verity Riverboat Museum in Keokuk.

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 farm farms, wineries and farmer markets.



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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.

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](https://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 Pinterest at [www.pinterest.com/GreatRiverRd](https://www.pinterest.com/GreatRiverRd) or on YouTube at [www.youtube.com/TheGreatRiverRoad](https://www.youtube.com/TheGreatRiverRoad).

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Pictured above are:

IOWA MRPC Commissioners Edith Reiss Pfeffer, Chair, Iowa MRPC from Clinton County  
Jenna Pollock, Clayton County, Motor Mill Interpretive Center  
Jane Regan, Allamakee Former Co  
Kristie Austin, McGregor Marquette Chamber Direct  
Larry Breuer, Marquette Mayor  
Kevin Hansen, Guttenberg Fish Hatchery & Aquarium Interpretive Center  
Jim Nepstadt – Effigy Mounds National Monument Interpretive Center  
Albert LeBeau – Effigy Mounds National Monument Interpretive Center

Kenny Slocum - Mr. \_\_\_\_\_ from Motor Mill.