



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



MRPC Follow the Pilot's Wheel campaign 2018

Overview

The Follow the Pilot's Wheel campaign is a promotional effort tied in to the 80th anniversary of the Great River Road in 2018 that's designed to inspire travelers to explore the Great River Road (by visiting Interpretive Centers and other attractions) and share their experiences on the MRPC's social media channels. The campaign also aims to educate travelers about the pilot's wheel (which guides travelers down the road), the MRPC and the Great River Road in general.

Interpretive Center promotion

Keychains and commemorative postcards will be distributed free of charge to Great River Road Interpretive Centers. If you are interested in receiving keychains and postcards, please fill out the following form by **FRIDAY, JULY 20**: <http://mrpcmembers.com/grr-keychain-postcard-request/>

**Note: National Office will ship items to interested Interpretive Centers.*

Keychains

- As an incentive for travelers who stop into our Interpretive Centers, we will be handing out "I Drove the Great River Road" keychains to those visitors who fill out a brief sign-in sheet (the template can be found on the Forms & Resources page of mrpcmembers.com).
- Place the sign-up sheet at a high-traffic area (front counter, register) at your Interpretive Center.
- Once a visitor fills out the form, they can receive a keychain (one keychain per person, please).
- Please email any completed sign-up sheets back to the MRPC National Office at the end of each month so we can put the information in our database. Our mailing address is:
Mississippi River Parkway Commission
701 E. Washington Ave., Suite 202
Madison, WI 53703
- If you would like to order more keychains, please contact the MRPC National Office at (866) 763-8310.

Commemorative postcards

- Place the commemorative postcards at a high-traffic area (front counter, register) at your Interpretive Center.
- Visitors are welcome to take as many postcards as they like.
- If you would like to order more postcards, please contact the MRPC National Office at (866) 763-8310.

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

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



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Social media

In addition to the promotion at Interpretive Centers, we are also encouraging travelers, Interpretive Centers, CVBs and other to share their Great River Road experiences with us on our social media channels.

Facebook: www.facebook.com/GreatRiverRoad

Throughout 2018, we will share information about traveling the Great River Road, including itineraries, state-specific info, information on the origins of the MRPC and the Great River Road, a look at the Pilot's Wheel signage and more. Please feel free to reshare these posts on your page as you see fit. If you post about the Great River Road in your state, please tag our page in any posts as appropriate.

In July, we will also launch a monthly giveaway (to run through the end of the year) on our Facebook page, encouraging people to share their photos and memories of their travels on the Great River Road through testimonials, photos, etc. At the end of the month, we will pick one winner at random to receive a \$50 gas card and a Great River Road map.

Instagram: @greatriverroad

The MRPC in June launched a new Instagram account where we will share imagery from up and down the Great River Road. If you post anything about the Great River Road in your state, please tag our account and use the hashtags #followthepilotswheel and #grr80th where appropriate.

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