



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



Mississippi River Parkway Commission “Drive the Great River Road Month Sweepstakes” overview

The Mississippi River Parkway Commission’s “Drive the Great River Road Month Sweepstakes” campaign is designed to promote the joys of driving the Great River Road in the fall—or just planning your next road trip along America’s greatest drive.

The campaign runs from September 1-30, 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 (<https://experiencemississippiriver.com/contests/2020/drive-the-grr-month/>), 2) Posts on social media channels highlighting what makes the Great River Road so special.

During the promotion period, we will highlight content that encourages people to explore outdoor options and fall color along the Great River Road or plan their next trip whenever they choose to travel—please feel free to share this information on your channels.

- Facebook: www.facebook.com/greatriverroad
- Instagram: [@greatriverroad](https://www.instagram.com/greatriverroad)

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; image should link to promo landing page: <https://experiencemississippiriver.com/contests/2020/drive-the-grr-month/>)

In your e-newsletters

Win \$500 to use on your next Great River Road trip!

Explore the heart of America as you follow the Mississippi River. Enter the Drive the Great River Road Month Sweepstakes today, and you could win \$500 to explore this great drive whenever you choose to travel!

LINK: <https://experiencemississippiriver.com/contests/2020/drive-the-grr-month/>

On Facebook

Dreaming about travel on the Great River Road in [\[your state\]](#) and beyond? Enter today, and you could win \$500 for your next trip, whenever you choose to travel!

LINK: <https://experiencemississippiriver.com/contests/2020/drive-the-grr-month/>

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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On Twitter/Instagram

Please feel free to share posts about the things you think make your state's section of the Great River Road special, focusing on beautiful outdoor attractions, relaxing fall scenery and more. You can also link your followers to the \$500 giveaway.

Please use the hashtags #DrivetheGreatRiverRoad and #DrivetheGRR in your posts. On Instagram, please tag the Great River Road account, @greatriverroad, whenever possible.

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