

Alsbach / Germany, the 23<sup>rd</sup> of March 2020

## TO WHOM IT MAY CONCERN

The Mississippi River is an icon for Germans, Austrians and people from Switzerland. Just mentioning the name means that everyone has some images in mind immediately. The river is of similar significance such as Route 66, the Florida Keys or the canyons in the Southwest. Exploring the Mississippi area means a trigger and a reason to travel abroad. Visiting the banks of the Mississippi means an all-American experience, which gains its beauty from the authenticity. Small towns, open-hearted people, wide nature and uncountable places, which Europeans consider being the real America: All that together is a guarantee for unique and unforgettable travel experiences.

I personally feel it is about time that the Mississippi River receives a broader attention in the public by stronger promotion efforts. It is a true gem and a perfect destination not only for the experienced traveler to the U.S.



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Ralph Steffen  
Owner and Managing Director