



Apr 02, 2020

Great Rivers Country
581 S. Deere Road
Macomb, Illinois 61455

Dear Great Rivers Country,

I am pleased to write this letter in support of your proposal to designate the Great River Road as an All-American Road.

As the representatives of Brand USA in China, AVIAREPS hosted countless Brand USA Missions and events in China and Great Rivers Country is such an important partner for us in China, welcoming thousands of Chinese travelers every year.

Self-drive is such an important element for Chinese visitors visiting the USA, and the Great River Road is definitely one of the KEY trips to take for Chinese. The length of the Great River Road and discover the charm of the communities lining the river from Minnesota to Louisiana. Great River Road is always featured in our communication assets, from Missions to the IMAX movies launches every year by Brand USA in China. GRR is such an important partner to us in the largest travel market of China!

I wish you much success in your worthy endeavor.

Yours,

Cynthia Zhou
General Manager, Beijing Office

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