**FOR IMMEDIATE RELEASE**

**CONTACT:** Susanne Thiede-Barnet, Managing Director, National Mississippi River Parkway Commission, info@experiencemississippiriver.com

**Celebrate Drive the Great River Road Month all September long***Motorists encouraged to experience ‘America’s Greatest Drive’ this fall*

**[LOCAL DATELINE (September XX, 2023)]** – The Mississippi River Parkway Commission invites motorists to celebrate the Great River Road—whether they’re taking a daylong excursion or just dreaming about their next road trip—during Drive the Great River Road Month in September, which celebrates this National Scenic Byway and All-American Road.

The Great River Road is a nearly 3,000-mile route that follows the Mississippi River through 10 states, from Minnesota to Louisiana. The unique scenic byway is a gateway to the Mississippi River Valley’s great recreational options and unique historical and cultural attractions.

The Great River’s long list of must-see attractions includes magnificent natural wonders, captivating historical sites, and unique cultures to experience. September is also an ideal time to take in the Great River Road’s agritourism options, like orchards, cheese factories, wineries, and farmers markets, as well as scenic overlooks where visitors can find outstanding fall color.

**[QUOTE FROM LOCAL/STATE OFFICIAL ABOUT YOUR STATE’S SECTION OF THE GREAT RIVER ROAD, ITS ASSETS/ATTRACTIONS/ETC. AND IMPORTANCE TO TOURISM]**

To help celebrate Drive the Great River Road Month, the Drive the Great River Road Month Photo Contest is accepting entries through September 30, with the winner being chosen via a vote on the Great River Road’s Facebook page. The grand-prize winner will receive a $250 prepaid credit card, and each of the five finalists will receive a lifetime membership in the Great River Road Champion program. Find more info at [www.experiencemississippiriver.com](http://www.experiencemississippiriver.com) and [www.facebook.com/GreatRiverRoad](http://www.facebook.com/GreatRiverRoad).

Learn more about the Great River Road National Scenic Byway with the help of [www.experiencemississippiriver.com](http://www.experiencemississippiriver.com). You’ll find information on all the Great River Road states, Interpretive Centers (museums and historic sites), 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 Instagram ([www.instagram.com/greatriverroad](http://www.instagram.com/greatriverroad)), on Pinterest ([www.pinterest.com/GreatRiverRd](http://www.pinterest.com/GreatRiverRd)) or on YouTube ([www.youtube.com/TheGreatRiverRoad](http://www.youtube.com/TheGreatRiverRoad)).

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