***Drive the Great River Road Month Talking Points***

**General Great River Road information**

* The Great River Road National Scenic Byway was established in 1938
* Governors of the 10 river states opted to use existing roads and highways rather than building a new continuous road, as a means of conserving land, time and money
* The National Mississippi River Parkway Commission (MRPC) was also established by order of Congress in 1938 to develop and oversee the Great River Road
* The MRPC’s objectives are to promote and preserve the Great River Road and its amenities and to promote the Great River Road and the Mississippi River Valley communities
* The Great River Road is one of the longest and oldest National Scenic Byways in the country
* The Great River Road was named an All-American Road in 2021
* The Great River Road is approximately 3,000 miles long and runs through 10 states (Minnesota, Wisconsin, Iowa, Illinois, Missouri, Kentucky, Tennessee, Arkansas, Louisiana, and Mississippi)
* The Great River Road through more than 100 counties and parishes
* There are nearly 100 museums and historic sites (in all 10 states) that act as interpretive centers to showcase the history and culture of the Great River Road

**Drive the Great River Road Month**

* September is Drive the Great River Road Month; celebrated annually. The celebration encourages motorists to drive any section (or all of them) along the 3,000-mile Great River Road
* Drive the Great River Road Month celebrates the countless things to see and do along the Great River Road, including visiting Interpretive Centers, parks, river towns, and more

**Social media/contact information**

* More information about the Great River Road, travel itineraries, and maps can be found at [www.experiencemississippiriver.com](http://www.experiencemississippiriver.com)
* Follow us on Facebook at www.facebook.com/GreatRiverRoad, on Instagram at [www.instagram.com/greatriverroad](http://www.instagram.com/greatriverroad), on Pinterest at <http://www.pinterest.com/GreatRiverRd>, or find us on YouTube at [www.youtube.com/TheGreatRiverRoad](http://www.youtube.com/TheGreatRiverRoad).