



Mississippi River Parkway Commission

P.O. Box 7395
Madison, WI 53707



USA Today 10Best Readers' Choice Awards Toolkit (2025)

Overview

We are thrilled to announce that the Great River Road has been selected as a nominee for Best Scenic Drive in the 2025 USA Today 10Best Readers' Choice Awards!

Voting begins at 11am CDT **Monday, April 7**, and ends at 10:59am CDT **Monday, May 5**. The top 10 winners, as ranked by USA Today 10Best Readers, will be announced on **Wednesday, May 14**.

Great River Road fans can register and vote [here](#). One vote is allowed per day during the voting period.

Learn more about the USA Today 10Best Readers' Choice Awards [here](#).

Social media & E-newsletters

We will be promoting the voting period in our April tourism e-newsletter and via social media on Facebook and Instagram. We encourage you to use your e-newsletters and social media to help get the vote out as well!

Feel free to tag the Great River Road's accounts on [Facebook](#) and [Instagram](#) in your social media posts.

Sample social media post

“Show your support for the Great River Road: Cast your vote for this stunning All-American Road as Best Scenic Drive in the USA Today 10Best Readers' Choice Awards! You can vote once a day between now and May 5, so cast your vote now!”

LINK: <https://10best.usatoday.com/qr/47875/>

Sample e-newsletter copy

“The Great River Road has been nominated for Best Scenic Drive in the 2025 USA Today 10Best Readers' Choice Awards! Show your support for the Great River Road by [clicking here to vote](#) once a day between now and May 5.”