



## Mississippi River Parkway Commission

P.O. Box 7395  
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### USA Today 10Best Readers' Choice Awards Toolkit – Best Scenic Drive

#### Overview

Exciting news—the Great River Road has been named Best Scenic Drive in the [2025 USA Today 10Best Readers' Choice Awards](#)!

The Great River Road was voted as the Best Scenic Drive via a fan vote, beating out other iconic routes like the Natchez Trace, Route 66, and the Pacific Coast Highway.

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

The MRPC National Office will share this announcement on our website, through our social media channels, and via our tourism e-newsletters, and we encourage you to use your marketing channels to spread the word as well.

#### Social media & E-newsletters

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

##### *Sample social media post*

"The Great River Road has been chosen as the Best Scenic Drive in the U.S. in this year's USA Today 10Best Readers' Choice Awards! Learn more about this exciting accolade on our website:

<https://experiencemississippiriver.com/great-river-road-named-the-best-scenic-drive-in-america/>."

##### *Sample e-newsletter copy*

"The Great River Road has been voted as the Best Scenic Drive in the U.S. in the 2025 USA Today 10Best Readers' Choice Awards! [Click here](#) to learn more."