



THE 20 TOUR

2019

Press Release—April 1, 2019 | The Historic Route 20 Association

Let's do this, Historic 20!

The much-needed days of spring will someday be here, followed by the long summer hours and, before you know it, the autumn colors will be highlighting the tree lines in every Old 20 community. This seven month stretch means it's road trip season in the Midwest and Historic US Route 20 can be a conduit of discovery for countless travelers during this time period and beyond.

#TimeToBe20Again



You've seen the #TimeToBe20Again hashtag and now it's time to introduce the newest hashtag to spread the word about how amazing it can be seeing America on its longest highway- #The20Tour. This hashtag will be the launch of our Instagram promotion on Historic US 20's page and will showcase Iowa and our two close neighbors during 2019's best times to hit the road.

April 1st through November 1st will be the duration of this exciting promotion and we are encouraging participants to direct their efforts to the Historic US Route 20 Instagram page with pictures of themselves, groups, and friends at these landmarks inside your

communities. They will be instructed to use #The20Tour hashtag and tag Route 20's IG page with any of their own followers pictured or who they think would be interested seeing their pic. This Instagram page highlights areas all along the route's path from Boston to Newport, Oregon, which means for seven months the followers of this page will get a healthy dose of the heart of this highway and the greatness that exists in our hometowns.



Implementation

There's very little groundwork needed for this promotion. We just need city leaders and locals helping to promote this initiative on their social media platforms and where possible. Here's how user friendly it is...

Step 1: You must have an Instagram account.

Step 2: Find the 20 tour landmark and take a selfie, picture of a partner or group pic!

Step 3: Post the pic to your Instagram account tagging @historicroute20

Step 4 Use #The20Tour in your post and add the location you're at.

That's it!

Rewards & Prizes

The Historic US Route 20 Association will monitor all pictures coming in and respond to all of them and encourage our fans to get more pics. One way to keep people engaged is to offer small prizes (between \$5.00 & \$10.00) to folks participating. We plan to offer a weekly random prize to a #the20Tour user.

The first ten weeks are a Casey's Gift Card. We would also like to offer prizes from communities on the tour as the season progresses. Gift cards, tickets to events, memorabilia, etc, are great ways to keep travelers interested and staying on the Historic Route 20 path throughout the contest. This could draw more interest and help spread the word during this promotion's inaugural year. If you know of anything that can be used, we'll be happy to accept donations for this project. We plan to offer Grand Prizes on November 2. We'll be able to see who can qualify for these prizes due to contestants tagging **@historicroute20** and using **#The20Tour** hashtag.

Weekly Prizes will be in the range of \$5-\$10, such as gift cards, lunch or site tickets, etc

For those who visit all sites listed, a special T-shirt will be awarded along with a gift certificates, bumper sticker and more.

Grand Prizes will be awarded on November 2, 2019 for the following categories:

- Most Unique Selfie
- Most Creative Selfie
- Best of ALL locations
- Overall Best Selfie
- Best Group Selfie
- Funniest Selfie
- Best Pet Selfie
- Best Costume (Halloween end)

Instagram users may submit more than one selfie at a different location and will have the chance to be randomly drawn weekly. Repeat locations by the same user will not qualify.

Promotional Materials

Small post cards with contest details will be sent or dropped off to various locations (Tourism agencies, Chambers, Visitor info, city halls). These can and will be replenished for the duration of the contest.

Poster, a poster will be available for printing at our website. We will also be sending poster to various locations.

List of selfie locations are available on our website, you may wish to print out a few, or post for visitors to view.



www.historicUS20.com/the20tour

Feel free to email me with any questions and/or send any prize offers to:

Historic US Route 20

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The Historic Route 20 Association is a registered 501-c-3 Nonprofit Organization.