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Tunica RiverPark Named Best of the Road® in Rand McNally's New 2011 Edition of America's #1 Road Atlas

Tunica, MS, September 1, 2010 – Rand McNally, America's most trusted source for maps, directions and travel content, has chosen the Tunica RiverPark over hundreds of locations as a unique travel destination for the prestigious *Best of the Road®* award program.

Rand McNally's travel experts scour the country for outstanding trips and stops, representing the best America has to offer. Of the many submissions, Rand McNally editors drive five new road trips and share their findings in the annual Road Atlas.

For the 2011 Road Atlas, Rand McNally editors have developed and presented the following trips, each planned for two-to-three days:

Wild, Warm Alaska: Anchorage to Valdez, Alaska
Earth Tones: Reno, Nevada to Yosemite, California
Seaside to Summit: Manchester to Bretton Woods, New Hampshire
Around Lake Erie: Cleveland, Ohio, to Windsor, Ontario
Following Old Man River: Natchez to Tunica, Mississippi

In developing the trips, editors consider locations that are lesser-known or off the beaten path, are unique or have special character, capture the region's essence, and appeal to a broad range of people. For many travel enthusiasts, these 150-200 mile trips satisfy their search for a long weekend of adventure. Each trip includes maps and directions and lists of "best known" spots. In addition, Rand McNally's experts have presented stops along the route that showcase the unique aspects of each region.

"We congratulate the Tunica RiverPark for being identified in our 2011 Best of the Road® listing. While there are multiple options for planning and on-the-road navigation, Americans continue to rely upon the Rand McNally Road Atlas each year to give them the big picture and the finer details of each road they travel," said Dave Muscatel, CEO of Rand McNally.

The 2011 Rand McNally *Road Atlas* is arriving in retail stores this month. It is available nationwide and at www.randmcnally.com for a suggested retail price of \$13.95.

About Rand McNally – Rand McNally is the most trusted source for maps, directions, and travel content. Rand McNally's products and services include: Interactive travel service, Tripology; America's #1 Road Atlas; IntelliRoute® truck routing software and GPS devices; and the leading geography-based

educational resources for the classroom. Consumers, businesses, truckers, and educators depend upon Rand McNally to help navigate today's world. www.randmcnally.com

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