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Best of the Road® Announced by Rand McNally and USA TODAY Has Only Two Weeks Left to Nominate and Vote for Your Town

SKOKIE, Ill., May 2, 2012 – The second annual Best of the Road® campaign, announced by Rand McNally and USA TODAY, only has two weeks left to nominate and vote for your town. More than 450 towns have been nominated by locals, businesses and CVB members to compete for a spot on the Best of the Road® Rally routes. Thirty finalist towns will compete in five categories to be named Most Beautiful, Most Patriotic, Friendliest, Most Fun or Best for Food.

The campaign is more than a contest. It draws awareness to lesser-known tourism gems across America and supports small town economic growth.

“There’s a greater awareness of the locally-owned restaurants and the chefs in the area and what a valued resource that is. It’s helped people appreciate what they do and it gives visitors a reason to come,” Kelly Strenge, PR & Special Projects Manager Lafayette Convention and Visitors Commission, expressed passionately.

“It’s not just about the contest; it’s about economic vitality. We’re not a timber town anymore; we’re a visitor town. We have the best of both worlds and the town was ready to grow up and

become a media highlight. [Best of the Road®] helped our small businesses stay in business,” said Kate McAlister, Sandpoint Chamber President.

Murray, KY, Bardstown, KY, Denton, TX, Mandan, ND and Burnsville, MN are leading the voting for 2012 in Friendliest, Most Beautiful, Most Fun, Most Patriotic and Best for Food.

To enter your town nomination with a review, visit www.bestoftheroad.com now till May 15. Share your nomination on Facebook, Twitter, and forward to friends and family to boost your entry's chances of winning. Get the whole community involved!

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About the *Best of the Road*® – Rand McNally has earned the reputation as a trusted source in maps, directions and travel content with its best-selling Road Atlas and annual Best of the Road online guide. Its celebration of the Great American Road Trip has given way to an online guide of the Best of the Road and features top attractions in more than 20 categories --- from the Best Beach to the Best BBQ. This year, Rand McNally is revving up, in collaboration with USA TODAY, for an all-new the Best of the Road search with content created by travelers online and published in the 2014 Rand McNally Road Atlas. For more information about the Best of the Road, visit www.bestoftheroad.com.

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 referral service, Tripology; IntelliRoute® truck routing software and GPS devices; and the leading geography-based educational resources for the classroom. The 88th edition of America's #1 Road Atlas by Rand McNally will be available shortly and it includes digital TAGs which connect smartphone users to special mobile web pages. Consumers, businesses, truckers, and educators depend upon Rand McNally to help navigate today's world. www.randmcnally.com

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