



NEW in 2013!

Winning towns receive a FREE iPhone app travel guide developed by Rand McNally.

The most successful tourism campaign in America is back in 2013!

For the third year in a row, Rand McNally is searching for the Best Small Towns in America. Last year, America responded overwhelmingly: over 700 towns participated and over 1 BILLION media impressions were generated. We motivated thousands of road travelers and small town residents to vote for their favorite town in 5 different categories: **Most Beautiful, Most Fun, Friendliest, Most Patriotic, and Best for Food.**

This summer, you will again have an opportunity to vote for your favorite town. But this year will be better than ever! Enhancements to Best of the Road 2013 include:

- **A new website!** We're adding a simple path to registration and easy voting features.
- **Increased integration with social media.** Small town fans can access voting via Facebook and we'll encourage image and video capture via Instagram and Twitter Vine.
- **Best of the Road goes ALL virtual.** No road rally for CVBs and community members to coordinate or support.
- **New partnerships.** We're partnering with Good Sam Club and Geocaching.com to increase exposure to your town and generate even more interest in traveling there.
- **A 6th category.** With the addition of Geocaching.com as a sponsor, we are adding another voting category – Best Town for Geocaching!

NEW town prizes this year!

1. Winning towns receive a FREE custom iPhone app travel guide promoting your town as a top destination. Travelers can easily plan their trips and create itineraries around your town's attractions.
2. The winning Best for Geocaching town will receive a FREE GeoTour, courtesy of Geocaching.com.
3. PLUS, all winning towns will be showcased in Rand McNally's 2015 Road Atlas.

Between Good Sam, Geocaching.com, and Rand McNally—the people who literally put towns on the map—the coast-to-coast, post-the-most, Best of the Road program is sure to ignite travelers' interest, unite communities, and garner impressive media attention all in the name of small town America.

Visit bestoftheroad.com for more information about how to enter. Follow and participate in Best of the Road to captivate America with everything your community has to offer. Are you on the map?

Sincerely,



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2012 WINNERS



Most Beautiful: Bardstown, KY
Most Fun: Delray Beach, FL
Friendliest: Murray, KY
Most Patriotic: Gainesville, TX
Best For Food: Santa Fe, NM

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What is Best of the Road?

Best of the Road is all about road trips. We celebrate great places to visit, things to do, and the best attractions to see along the way. Best of the Road is:

- **An online community.** Launched by Rand McNally in 2011, bestoftheroad.com is a community of road travelers reviewing the best stops along America's highways and byways. This online community posts user reviews, photos, and regional road trip recommendations for RVers, motorcyclists, and families.
- **The Best Small Towns in America.** Every year, Rand McNally asks America to vote for the small towns that everyone should visit. We then send amateur travelers to the towns with the most community engagement and we name the Most Beautiful, Most Fun, Friendliest, Most Patriotic, and Best for Food. And this year, we're adding a new category: Best for Geocaching!
- **A feature in our annual Road Atlas.** Check out our celebration of Best of the Road towns in the enclosed Rand McNally Road Atlas.

How do I get my town involved and noticed?

- **Review and vote** for your town at bestoftheroad.com.
- **Encourage others** – friends, family and neighbors – to vote to get their favorite towns on the map. Rally the troops – your fellow citizens, elected officials, visitor centers, and social networks – and encourage them to let us know why your pick should be on the map.

How can I get my town selected as the Best Small Town in America?

Towns will be judged by our panel of travel experts based on a number of criteria including:

1. When voting closes, the towns with the most votes plus the most active social participation will be chosen as finalists (5 finalists for each category).
2. The 30 finalists will then have two weeks to submit a town description (a video tour, photo tour, or essay) that explains why their town should win in one particular category.
3. Winners will then be chosen by our panel of judges based on the town description, overall social media presence, overall town reviews and recommendations, and number of votes received on bestoftheroad.com.

If your town is selected as one of the finalists in a category, go all-out to impress our panel of judges. Demonstrate why your town is the Most Beautiful, Most Fun, Friendliest, Most Patriotic, Best for Food, or Best for Geocaching!

What if I don't see my town on bestoftheroad.com?

We're looking for the best small towns in America – we've limited the list to any areas defined as "Places" (Towns, Cities, Villages, CDPs, Municipalities, etc.) by the 2010 U.S. Census and having a population of under 150,000. (We love big cities, but this summer we're searching for the best small towns). If your town isn't listed on the site, look for the link to suggest your town. If it fits our criteria, we'll get it on the site as quickly as possible!

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