



## FOR IMMEDIATE RELEASE

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\* High-res photos available at [www.drivethetop10.com/press](http://www.drivethetop10.com/press)

## Top 10 Scenic Drives Launches New Web Site

*Top 10 Scenic Drives in the Northern Rockies' Web site assists visitors with travel planning*

**GRANGEVILLE, Idaho (January 27, 2010)** – The Top 10 Scenic Drives in the Northern Rockies announces the launch of its new Web site ([www.drivethetop10.com](http://www.drivethetop10.com)) to provide domestic and international visitors with an organized online tool. The Top 10 Scenic Drives was recently unveiled as North America's newest destination for travelers who seek an authentic experience with scenic beauty, wildlife and recreation that delivers a connection with the environment, American Indian cultures and North American history. The Top 10 Scenic Drives connect 19 National Parks, Monuments and Recreation Areas via nationally designated Scenic Byways and National Historic Trails.

The new online tool features a personality and drive matcher that matches users with specific Top 10 Scenic Drives based on their interests. The site also provides an expanding list of the destination's diverse offerings, as well as a story-sharing section with photos and information from previous experiences on the Top 10, to help travelers plan their trips.

The Web site highlights nearly every outdoor activity a traveler could imagine, from hiking, mountain biking, kayaking, fishing and hunting to skiing, snowmobiling, snowboarding, horseback riding, golfing and bird watching – to name a few. Visitors will also enjoy access to many dining options, artisans and wineries, as well as cultural and historical centers.

The Top 10 Scenic Drives in the Northern Rockies ultimately provides a unique combination of vacation for pleasure with an educational experience that creates memories to last a lifetime. To ensure that its pure and natural state is preserved for many generations to come, this destination supports the principles of green tourism or geotourism. For more information on sustainable travel, visit [www.nationalgeographic.com/travel/sustainable](http://www.nationalgeographic.com/travel/sustainable).

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The Top 10 Scenic Drives in the Northern Rockies includes five U.S. states (i.e., Idaho, Montana, Wyoming, Washington and Oregon) and two Canadian provinces (i.e., British Columbia and Alberta).

The Top 10 Scenic Drives include:

- Beartooth Highway (All-American Road) (MT & WY)
- Circle the Continental Divide Driving Tour (WY)
- Hells Canyon Scenic Byway (All-American Road) (OR & ID)
- Hot Springs Circle Tour (B.C.)
- International Selkirk Loop (All-American Road) (ID, WA & B.C.)
- Montana Scenic Loop (MT)
- Northwest Passage Scenic Byway (All-American Road) (ID)
- Salmon River-Sawtooth Scenic Byways (ID)
- Waterton-Glacier International Peace Park Loop (MT, ALB & B.C.)
- Yellowstone-Grand Teton Loop (WY, MT & ID)

Connecting Historic Trails:

- David Thompson Historic Route (ALB, B.C., MT, ID & WA)
- Lewis & Clark National Historic Trail (WA, OR, ID & MT)
- Nez Perce National Historic Trail (OR, ID, MT & WY)
- Oregon National Historic Trail (WY, ID & OR)

***About The Top 10 Scenic Drives in the Northern Rockies***

The Top 10 Scenic Drives in the Northern Rockies' initiative began in 2005 after the International Selkirk Loop and Northwest Passage Scenic Byway joined the Beartooth Highway and Hells Canyon Scenic Byway in achieving All-American Road (AAR) designation – the highest designation in the U.S. National Scenic Byway system. The destination is built upon its four AARs, four connecting Historic Trails and 19 National Parks, Monuments and Recreation Areas, and includes more than 100 key partners, including State, Provincial, Regional, Local and Tribal organizations, as well as State and Federal Agencies and private businesses, organizations and individuals. For more information about The Top 10 Scenic Drives in the Northern Rockies, please visit our Web site at [www.drivethetop10.com](http://www.drivethetop10.com).