

Road-Trip'n is fun on its own, but even more fun when you add a little friendly competition. While you chase the fall colors, discover something new along the way and #ExploreMNAgain with our ROAD-TRIP'N BINGO game.

HOW TO PLAY

- Download a pack of bingo cards for the region/s of Minnesota you plan to explore this fall. Collect cards from five different regions of the state!
- Print your cards or load onto your digital device.
- Hit the road and chase the fall colors.
- Mark off the items you find along the way and see if you can get a bingo before your co-travelers!
- Share pics on Instagram of your adventures and bingos using #ExploreMNAgain.

HOW TO PARTICIPATE & PROMOTE YOUR DESTINATION OR BUSINESS

- Share Explore Minnesota's social media posts on Facebook, Instagram or Twitter.
- Create your own social posts that highlight spots in your area featured on the card.
 - » Remind travelers that a fall color drive is a safer activity during COVID-19.
 - » Showcase your historic downtowns, waterfalls, roadside attractions or other sights featured on the BINGO card.
 - » Encourage travelers to discover more spots in your destination or visit your business as they explore the regions featured on the card.

SOCIAL MEDIA POST IDEAS & SAMPLE COPY

FACEBOOK

- Ideas for Posts
 - » Print off a BINGO card and hold it up next to the icon in your area.
 - » Share a photo of a spot featured on the card and mention that it is featured on Explore Minnesota's ROAD-TRIP'N BINGO card. Include a call to action to www.exploreminnesota.com/bingo
- Example Copy
 - » Road tripping is fun on its own, but even more fun when you add a little friendly competition. Follow Minnesota's fall colors and play @Explore Minnesota Tourism's ROAD-TRIP'N BINGO! Get your free cards for (insert your region here) at www.exploreminnesota.com/bingo #OnlyinMN
 - » If you're ready to #ExploreMNAgain this fall, download @Explore Minnesota Tourism's new ROAD-TRIP'N BINGO cards! Find your favorite sights #OnlyinMN while you're out on the road. Get your free copy at www.exploreminnesota.com/bingo.

INSTAGRAM

- Ideas for Posts & Stories
 - » Print off a BINGO card and hold it up next to the icon in your area.
 - » Share a photo of a spot featured on the card and mention that it is featured on Explore Minnesota's ROAD-TRIP'N BINGO card. Include a call to action to [exploreminnesota.com/bingo](https://www.exploreminnesota.com/bingo)
 - » Regram a photo (with clear usage permissions from the original user) of a traveler's completed BINGO cards or a family holding up their completed cards.
 - If the photo was taken indoors, please make sure face coverings and social distancing are shown at adhere to the #StaySafeMN guidelines.
 - » Share Explore Minnesota's Instagram story template that highlight ROAD-TRIP'N BINGO and tag Explore Minnesota. Templates are available for download [here](#).
- Example Copy
 - » Before you hit the road to chase the fall colors this season, download @exploreminn's new ROAD-TRIP'N BINGO cards! You may recognize spots like (icon featured on card), (icon featured on card), or (icon featured on card), near (insert your destination or business here). Download your copies at www.exploreminnesota.com/bingo #OnlyinMN
 - » If you're ready to #ExploreMNAgain this fall, download @exploreminn's new ROAD-TRIP'N BINGO cards! Find your favorite sights #OnlyinMN while you're out on the road. Get your copy at www.exploreminnesota.com/bingo.

TWITTER

- Ideas for Posts & Stories
 - » Print off a BINGO card and hold it up next to the icon featured in your area.
 - » Share a photo of a spot featured on the card and mention that it is featured on Explore Minnesota's ROAD-TRIP'N BINGO card. Include a call to action to www.exploreminnesota.com/bingo
- Example Copy
 - » Before you hit the road to chase the fall colors this season, download @exploreminn's new ROAD-TRIP'N BINGO cards! You may recognize a few spots near (insert your destination or business here). www.exploreminnesota.com/bingo #OnlyinMN
 - » If you're ready to #ExploreMNAgain this fall, download @exploreminn's new ROAD-TRIP'N BINGO cards! Find your favorite sights #OnlyinMN while you're on the road. www.exploreminnesota.com/bingo

If you're looking for fall fun, download @exploreminn's free ROAD-TRIP'N BINGO cards! They feature all 5 of MN's regions and highlight fun spots along the way. #ExploreMNAgain from the safety of your own car. #OnlyinMN

Find images for social sharing on all platforms in our [Dropbox folder](#). For more information or if you have a question regarding social media and this promotion, please contact Caitlin Hannah at: Caitlin.hannah@state.mn.us