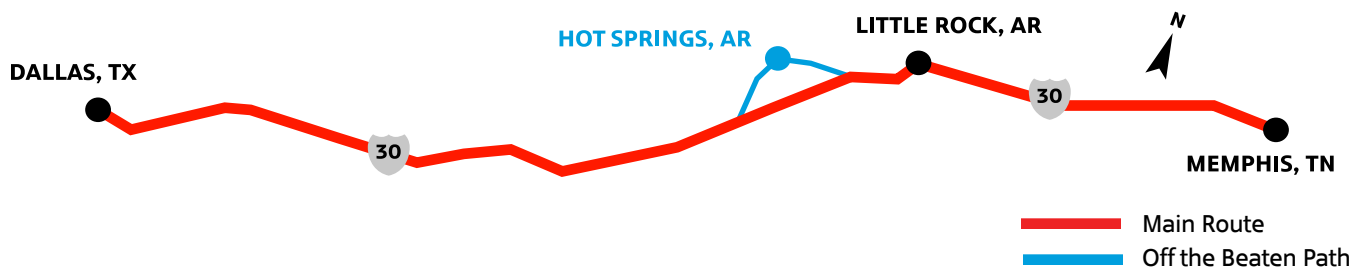


MINI TAKES THE STATES DAY 7 - AUGUST 27 - DALLAS, TX to MEMPHIS, TN



Total Daily Drive Time: 7 hours or 457 miles

Departure Time: 8:00am – 9:00am

Departure Location: Parking lot @ corner of N. Field Street & Broom Street near the W hotel

Estimated Arrival into Memphis: 3:00pm – 4:00pm (not including stops), 5:00pm – 6:00pm if routing through Hot Springs, AR

Main Route Directions: Interstate 30 towards Texarkana continuing onward to Hope, Arkadelphia, Hot Springs (if taking off the beaten path route) and into Little Rock. Driving through the cities of: Dallas, Hope, Texarkana, Arkadelphia, Hot Springs, Little Rock and Memphis.

Main Route Synopsis: Stop by the morning departure desk at the Parking lot at the corner of N. Field Street and Broom Street, near the W Hotel between the hours of 7:30am and 9:30am to receive information and details on the day's drive and the upcoming stop. Note: Enter the parking lot from N. Field Street as the back side of the area is under construction.

You'll need the rest and relaxation as tonight it's all about Beale Street and Memphis BBQ! Welcome to the South. Today you'll motor through Texas, Arkansas and into Tennessee, land of Elvis. The choices are endless today, rolling hills, babbling brooks and forests of green. The people are friendly and the roadways are scenic. If you've never had a mud bath or dipped those toes into hot mineral waters, c'mon give it a try when you motor through Hot Springs, AR. Or check out the funky and favorite haunts of our 42nd President, Bill Clinton in either Hot Springs or Little Rock.

Arrival Desks: For your convenience, the arrival desk in Memphis will be located in the Madison Hotel lobby (79 Madison Ave). The arrival desk will be open from 3:00 pm – 5:00 pm

Special Events: **SIRIUS**, MINI's official satellite radio partner, will be providing the daily tip sheet at every 'check point' to all participants informing them of the daily route, traffic alerts and activities – so no one will miss a beat. **SIRIUS** will also provide the best in 100% commercial-free music at each stop.

WIRED MAGAZINE has officially joined the road rally! MINI USA and **WIRED** have hooked up to provide MINI Takes the States motorists with wireless Internet access throughout the entire journey. The MINI Takes the States **WIRED** branded tour bus will serve as the daily 'check point' for participants, where event updates and information can be obtained in addition to accessing the internet.

Lodging:

Headquarters:

- Madison Hotel \$\$ (www.madisonhotelmemophis.com) - 79 Madison Ave, Memphis – (901)333-1200

Others:

- Marriott Memphis Downtown \$\$ (marriott.com) - 250 N Main St, Memphis – (888)557-8740 or (901)527-7300
- Springhill Suites Memphis Downtown \$\$ (marriott.com) - 21 N Main St, Memphis – (800)593-6415 or (901)522-2100
- Comfort Inn Downtown \$ (www.choicehotels.com) - 100 N Front St, Memphis – (877)424-6423 or (901)526-0583

Campgrounds:

- www.reserveamerica.com
- www.reserveusa.com

Dining:

- Cozy Corner Restaurant – 745 North Parkway – Memphis - (901)527-9158
- Neely's BBQ Restaurant – 670 Jefferson Ave – Memphis – (901) 521-9798
- Beauty Shop Bar - 966 S Cooper St, Memphis - (901) 272-7111 – Sunday Brunch Only – 10am-3pm
- Huey's (www.hueyburger.com) - 77 S 2nd St, Memphis - (901) 527-2700 - 11am-3am Monday-Saturday, 11:30am-3am Sunday
- Find More at Road Food – (www.roadfood.com/Restaurants)

Points of Interest:

- Graceland
- Sun Recording Studios

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- Beale Street

Off the Beaten Path: Interstate 30 towards Texarkana diverting to AR 270 towards Hot Springs city center. Continue on AR 70 towards Interstate 30 and Little Rock rejoining Interstate 30 into Little Rock city center. At Little Rock take Interstate 40 onward to Memphis.

Fun Facts:

- The Piggly Wiggly, the world's first self-service grocery store, opened in Memphis in 1916.
- Memphis is the site of the first Welcome Wagon, founded here in 1928.
- Cleo Wrap of Memphis is the world's largest manufacturer of Christmas wrapping paper producing two billion feet of gift-wrap each year.
- 24 of the 97 stars featured in the Rock'n'Roll Hall of Fame are from within a 100-mile radius of Memphis.

City Convention and Visitors Bureaus: Memphis, TN - www.memphistravel.com