

MINI TAKES THE STATES DAY 9 - AUGUST 29 - NASHVILLE, TN to ST. LOUIS, MO



Total Daily Drive Time: 5 hours or 310 miles

Departure Time: 8:00am – 10:00 am

Departure Location: Centennial Park – 2600 West End Ave.

Estimated Arrival into St. Louis: 2:00pm - 3:00pm

Main Route Directions: Interstate 24 into Kentucky and Illinois to Interstate 57 North to Interstate 64 East into St. Louis. Driving through the cities of: Nashville, Cadiz, Paducah, Metropolis, Mount Vernon and St. Louis.

Main Route Synopsis: Stop by the morning departure desk Centennial Park (2600 West End Ave) between the hours of 8am and 10am to receive information and details on the day's drive and the upcoming stop.

From Nashville, today's drive takes you over lakes, rivers, bridges and through some pretty scenic territory. Four states in four hours, now that's motoring. Today you'll experience Tennessee, Kentucky, Illinois and finally you'll find out why they call it the Show Me State in Missouri. Crossing the Mississippi River from Illinois into St. Louis gives you one of the most spectacular views in the heartland, the Gateway Arch and the St. Louis skyline. The Gateway Arch, designed by Finnish architect Eero Saarinen stands over 630 feet tall and is the tallest habitable structure in the city. Take the tram to the observation deck and you might even feel it sway with the wind. Just don't look down!

Arrival Desk: For your convenience, the arrival desk in St. Louis will be located at the Tailgate Party parking lot (adjacent to the Westin Hotel). The arrival desk will be open from 5:30 pm – 7:30 pm.

Special Events: MINI Tailgate Party - Cardinals vs. Marlins: We can't go across the USA without participating in one of America's greatest pastimes - Baseball! So MINI USA, **Fast Company** & **ESPN Magazine** have teamed up for one of the hottest tailgate parties to beat all tailgates parties! All MINI Takes the States participants are invited to join us from 5:30 PM through the end of the game in St. Louis (sans cars) for the Cardinals vs. Marlins **Fast Company** pre-tailgate party adjacent to Busch Stadium. Grab a burger or a dog, and watch the game on giant screens around the party. Snacks will be provided courtesy of **Fast Company** and MINI USA. Ice cream treats will be provided by **MINI of St. Louis**. Bring cash to purchase drink and snack tickets once the burgers are gone. A few lucky MINI Takes the States participants will receive a coupon to exchange for sky box tickets at the game, courtesy of **ESPN**.

The Tailgate parking lot is located 300 South 10th St., St. Louis, MO 63102 (next to The Westin St. Louis). Parking near the event and stadium ranges in price from \$10.00 - \$20.00 dollars, either leave your car at your hotel and walk, or we suggest a lot at 421 S. 10th St. Parking in this lot is \$12.00 for the evening.

Famous designer, Shepard Fairey will create a special custom designed limited edition poster for MINI Takes the States. It's a must have, one of kind offering which will be distributed to registered MINI Takes the States participants at all four regional events and arrival points along the route courtesy of **Swindle Magazine**.

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.

SPECIAL NOTE FOR CARDINALS VS. MARLINS BASEBALL TICKETS, TUESDAY, AUGUST 29, 7:10PM: The St. Louis Cardinals christened the new Busch Stadium on opening day April 10, 2006. Since then tickets have been selling very quickly as with all baseball franchises who unveil a new stadium. If you plan to attend the game in person, please purchase your tickets as soon as possible to avoid disappointment and sold out status. The game most likely will sell out.

The entire game will be broadcast live via satellite during the Cardinals vs. Marlins tailgate party. If you prefer to watch the game from inside the stadium, please purchase your individual tickets via the St. Louis Cardinals official website (stlouis.cardinals.mlb.com) or charge by phone at (314) 345-9000 from 9am - 9pm CST, 7 days per week. If you live in the St. Louis metropolitan area, tickets may be purchased in person at Busch Stadium box office during normal business hours or at the following Cardinals Clubhouse Stores: St. Louis Galleria, Union Station and St. Clair Square. Tickets are also available through Schnucks Video Clubs.

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Tickets may also be purchased from regular season ticket holders by searching available offers at the Prime Seat Club's website: replay.tickets.com

Lodging:

Headquarters:

- Westin St. Louis \$\$ (www.starwoodhotels.com/westin) - 811 Spruce St, St. Louis – (800)WESTIN1 or (314)621-2000

Others:

- Sheraton City Center \$\$ - 400 S 14th St, St Louis – (314)231-5007
- Renaissance St. Louis Grand Hotel \$\$ (marriott.com) - 800 Washington St, St. Louis – (800)397-1282 or (314)621-9600
- Adams Mark St. Louis \$\$ (www.adamsmark.com/stlouis/index.asp) - 315 Chestnut St, St. Louis – (800)444-2326 or (314)241-7400
- Holiday Inn Select Downtown \$ (www.ihotelsgroup.com) - 811 N 9th St, St. Louis – (888)465-4329 or (314)421-4000

Campgrounds:

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

Dining:

- Charlie Gitto's (www.charliegittos.com/) - 207 N 6th St, St. Louis - (314) 436-2828 – 11am-10pm
- Cyrano's (cyranoscafe.com/) - 603 E Lockwood Ave, St. Louis - (314) 963-3232 – 11am-10pm (Max group: 50)
- Blueberry Hill (www.blueberryhill.com/) - 6504 Delmar Blvd, St. Louis - (314) 727-0880 – 11am-1am (Has private rooms, reservations needed for 5+)
- Tucker's Place (www.tuckersplace.com/) - 2117 S 12th St, St. Louis - (314) 772-5977 – 11am-11pm (Reservations needed)
- Find More at Road Food – (www.roadfood.com/Restaurants)

Points of Interest:

- Metropolis, IL, Home of Superman
- Gateway Arch in St. Louis

Off the Beaten Path: This route; Interstate 24 into Kentucky exiting near Cadiz, KY to Land Between the Lakes region of Kentucky. Take I-14 West to Clarsville, TN and Dover, TN. Via TN-76 or Exit 11. Just after Dover, TN, turn right onto The Trace traveling North through Land Between the Lakes National Recreation area. There are numerous attractions within this region, some fees may apply. The Trace is considered by many as one of the most scenic driving roads in the region. You'll want to continue driving North towards Interstate 24 and Metropolis, IL., finally heading back on the main route to St. Louis.

Fun Facts:

- The Gateway Arch - at 630 feet - is the nation's tallest man-made monument.
- Peanut Butter was invented here.
- St. Louisans consume more barbecue sauce per capita than any other city in America.
- St. Louis was the first American city to host the Olympic Games (1904).

City Convention and Visitors Bureaus: St. Louis, TN - www.explorestlouis.com