

Are YOU ready for some football? Explore Minnesota has teamed up with the [Minnesota Vikings](#) kicking off a new partnership campaign, “[Sound the North Tour](#)”. As the Vikings prepare to take the field at U.S. Bank Stadium for the 2017-18 NFL season, the original Gjallarhorn will be on the road to several festivals and events throughout Minnesota. At each “Sound the North” tour stop, Vikings fans will have the opportunity to see this significant part of the team’s history while helping usher in the next Vikings era. Sound of the North Tour will be at Potato Days Festival in the Street Fair in front of the Inflatables on Friday, August 25, 2017! Be sure to come out on Friday and take in the fun!

Co-branded Vikings pocket schedules, purple plastic horns, Minnesota-shaped magnets and eye guard stickers as well as Explore Minnesota clear game drawstring backpacks will be awarded to winning participants of a “Spin-the-Wheel” game and giveaways during the tour and Minnesota Explorer publications will also be distributed. At select locations, fans can also meet the Minnesota Vikings cheerleaders or former players. Fans are encouraged to take photos and tag them on social media using [#SoundTheNorth](#) and [#OnlyinMN](#).

The "Sound the North Sweepstakes" will run July 10-Sept. 13 and includes a chance to win Minnesota getaways, Vikings home game tickets and autographed footballs. A special thank you again to our partners: [Visit St. Paul](#), [Visit Northfield](#), [Explore Alexandria](#), [Visit Grand Rapids](#), [Meet Minneapolis](#), [Visit Mankato](#), [Visit Greater St. Cloud and Leech Lake Area](#)! ***Your donations and help are greatly appreciated!***

The Minnesota Vikings will be promoting the tour and sweepstakes with digital, email and social advertising. Check out the [Sound the North article](#) posted on Vikings.com and see the attached STN email sent out to 107,000+ Viking fans today!

The Sound the North Tour and Sweepstakes is an exciting and unique opportunity to showcase our wonderful Minnesota destinations and festivals! We encourage everyone to help create awareness by sharing this fun campaign as we gear up for another football season and as Minnesota will soon welcome and celebrate Super Bowl LII!