

(S.D.)-East Coast Vacation Ad Places Mount Rushmore In N.D.

By: Roxie Graham-Marski Posted at: 07/12/2013 07:35 AM

FARGO, N.D. (ASSOCIATED PRESS) - The famous faces of Mount Rushmore remain in western South Dakota - not in North Dakota as one vacation mailer on the East Coast claims.

The AAA advertisement for "Great American Vacations" features a postcard of the chiseled presidential visages of Jefferson, Lincoln, Washington and Teddy Roosevelt emblazoned with "North Dakota." The Mid-Atlantic AAA club sent the mailing to thousands of members in Delaware; Maryland; Washington, D.C.; and parts of Virginia, Pennsylvania and New Jersey.

Club spokesman Lon Anderson that he's embarrassed about the mistake, and the marketing team is "humbled by the error." He says he didn't see the ad before it went out and would have noticed the mistake.

North Dakota Tourism Director Sara Otte (AW'-tee) Coleman says the mistake is actually fairly common.