



THE ROAD AHEAD PARTNERSHIP

March 30, 2021

FOR IMMEDIATE RELEASE

Grants Available for Route 66 Businesswomen

The Route 66 Road Ahead Partnership is proud to announce the Route 66 Extraordinary Women (EW) Micro-Grant Program. The program is funded by the Route 66 Extraordinary Women Initiative, which was launched in December 2020 as a way for women to help other women along Route 66.

Businesses are struggling in these Covid-challenged times. To respond, the EW Micro-Grant Program will award funds from a pool of \$10,000 raised via the EW Initiative. Grant requests are being accepted for amounts up to \$2,500.

Business and attractions located directly on an alignment of Route 66, that are owned or operated by women may apply for EW Micro-Grants. Both non-profit and for-profit organizations are eligible. Mobile operations that serve the Mother Road, such as tour operators, food trucks, and suppliers with Route 66 as their sales territory are also eligible.

Grant applications must be received by midnight (central time), April 30, 2021. Awards will be announced by May 14, 2021 and grants distributed no later than May 28, 2021. Interested parties can download the grant application, guidelines, and other resource materials at <http://route66roadahead.com/resources/>.

This round of EW Micro-Grant projects will be reviewed based on their economic impacts. Projects that help keep in operation businesses or attractions owned/operated by women, or help them reopen, as well as projects that support the opening of new women-owned or operated businesses/attractions will be considered. Other considerations include projects that provide matching funds, how well the project reflects the spirit of Route 66, a project's impact on its community, and listing on, or qualification for, the National Register of Historic Places.

The Route 66 Extraordinary Women Initiative and Micro-Grant Program are part of the Road Ahead's five-year "Party with a Purpose" to celebrate the Route 66 Centennial in 2026. Focusing on preservation, promotion, research/education, and economic development projects, the Road Ahead hopes to celebrate the Centennial by helping the 5+ million people who live and work along Route 66.

More information on the Route 66 extraordinary Women Initiative can found online at <https://100extraordinarywomen.com/route-66-extraordinary-women-initiative>.

Established in 2015, with the support of the National Park Service and the World Monuments' Fund, The Route 66 Road Ahead Partnership's mission is to revitalize and sustain Route 66 as a national and international icon through partnerships focused on promotion, preservation, research/education, and economic development.

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