



**FOR IMMEDIATE RELEASE**

**Research Project Seeks to Leverage Route 66 Successes**

The Route 66 Road Ahead Partnership and Dr. David Listokin, Rutgers University are embarking on a Route 66 Case Studies Project designed to help communities learn how to effectively leverage Route 66 for economic development purposes, by presenting examples of towns that have already done so.

With Dr. Listokin's assistance, the Road Ahead hopes to document the policies, strategies, and tools used by Route 66 communities of varying sizes that have successfully leveraged Route 66 for economic development. With these case studies in hand, the Road Ahead will then work to share these findings with local leaders to help them recognize and leverage the economic development potential of Route 66 in their own communities.

Listokin is the author of the 2012 Route 66 Economic Impact Study conducted by Rutgers University, which contained a series of over 20 short cases studies highlighting projects along the Mother Road that positively impacted economic developing in the places they were located. The new Route 66 Case Study Project will focus on municipalities in general, as opposed to specific projects.

The Route 66 Case Study Project will begin this Fall, with a scheduled conclusion next July/August 2020.

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 and education, and economic development.

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