



THE ROAD AHEAD PARTNERSHIP

December 17, 2024

FOR IMMEDIATE RELEASE

Route 66 Centennial Kick-Off Host City Request For Proposals Released

Route 66, USA –The Route 66 Centennial Kick-Off, an Official Route 66 Centennial Project recommended by the U.S. Route 66 Centennial Commission, offers a once-in-a century opportunity for a city somewhere along the Mother Road to receive national and international attention.

Interested entities along Route 66 are invited to submit a proposal to be the Route 66 Centennial Kick-Off Host City. Contact Bill Thomas, Chairman of the Route 66 Road Ahead Partnership, for details.

The historic anniversary of the Route 66 Centennial will commence with a live, online media event combined with on-the- ground celebrations in a community selected as the Official Host of the Route 66 Centennial Kick-Off. Only one city will be designated the Official Host of the Route 66 Centennial Kick-Off, providing an exclusive opportunity to promote itself and attract visitors to its own Route 66 Centennial Kick-Off events and activities. Other sites along Route 66 will be virtually linked to the Host City throughout the online Kick-Off and invited to plan their own on-site celebrations.

Because of its historical significance, April 30, 2026, is the proposed date for the Route 66 Centennial Kick-Off. It was that day in 1926 that "66" was assigned as the official number for a new Chicago to Santa Monica highway. Discussions regarding the proposed date are underway with Route 66 stakeholders across Route 66 and will include consultation with the selected Host City to ensure this date works well for the parties involved.

Established in 2016, 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.

###

Contact:

Bill Thomas, Chairman

Route 66 Road Ahead Partnership

wthomas@teleologic.net

217-648-5077