



U.S. ROUTE 66 Centennial Commission

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U.S. ROUTE 66 CENTENNIAL COMMISSION LAUNCHES CALL FOR IDEAS TO CELEBRATE ICONIC ROAD'S 100TH ANNIVERSARY

The U.S. Route 66 Centennial Commission, established by Congress to oversee the celebration of the 100th Anniversary of the U.S. Route 66 in 2026, invites submissions for national, multi-state, or single-state activities, projects, events, or programs. Submissions will be vetted by the Commission's national working groups and those deemed appropriate will be elevated to the full Commission where approved submissions will be officially submitted to Congress as the Commission's recommendations. The Commission seeks to commemorate the Mother Road's historic milestone and enhance its legacy through a variety of initiatives.

"The Route 66 Centennial is not just a one-time celebration; it's a platform for generating national pride in the road and expanding economic opportunities for the communities that it winds through," said **Jen Paul Schroer, Vice Chair of the Route 66 Centennial Commission.**

The Commission, comprising members from each of the eight states along Historic Route 66, is guided by seven strategic principles: 1) Celebrate & Honor, 2) Preserve, Protect & Enhance, 3) Generate Tourism Demand, 4) Tourism Development, 5) Economic, 6) National Collaboration, and 7) Research & Education. These principles

serve as the foundation for identifying fitting and proper activities to mark this monumental occasion.

CALL FOR IDEAS: FOUR FOCUS AREAS

“We are calling on individuals, organizations, and communities to submit their innovative ideas, to make this event truly transformational. Concepts should fit into one of our four priority areas,” stated **Rod Reid, Chair of the Route 66 Centennial Commission**. The areas of focus are as follows:

Commemoratives & Publications

The Commission seeks ideas that recognize the role Route 66 has and continues to play in our nation’s history through projects and programs that publicly honor the Road and the people associated with it.

Infrastructure

The Commission seeks ideas that enhance the overall Route 66 experience for tourists and locals alike, fostering sustained economic benefits across the road through the preservation and improvement of Route 66 infrastructure assets.

Events & Celebrations

The Commission seeks ideas that involve the public in special, unique, and fun activities/events that mark the historic milestone of Route 66’s 100th anniversary.

International & National Marketing

The Commission seeks ideas that drive national and international tourism for maximum impact through visitor spending, promoting celebrations, commemorations, and other activities that honor the 100th anniversary of Route 66.

SUBMISSION PROCESS

Individuals, organizations, and communities are encouraged to submit their concepts through the official submission portal on the Route 66 Centennial Commission's website route66-centennial.com. Submissions will be accepted on a rolling basis and reviewed by one of four Commission Working Groups at their monthly meetings. Qualifying ideas

will be forwarded to the full Route 66 Centennial Commission for consideration as officially recommended activities to Congress.

Notification of Results

Submissions will be notified of the results on a rolling quarterly basis, ensuring transparency throughout the review process.

Rod Reid, Chair of the Route 66 Centennial Commission concluded, "The Route 66 Centennial is a once-in-a-lifetime opportunity to showcase the cultural significance of this historic road. We look forward to receiving creative ideas that will shape the celebration and maintain the spirit of the highway for generations to come."

For more information or to submit your ideas, please visit route66-centennial.com.

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