



America's Heritage

Fan Leads RV Roadtrip to Highlight Route 66

(NAPSA)—At age 77, one of America's most treasured icons is fading. Route 66—sprinkled with mom 'n' pop diners, neon signs and funky roadside attractions—tells a compelling story of not only America's move West, but of our country's culture.

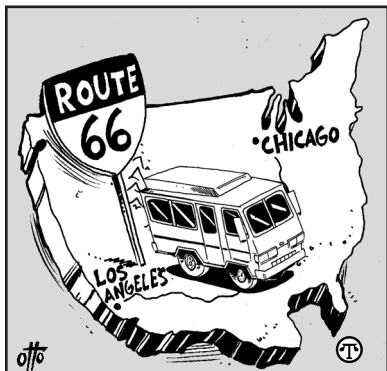
That's why at age 62, Route 66 historian and preservationist Jim Conkle is taking a two-month pilgrimage across the U.S. to raise awareness about protecting the nation's "Mother Road."

Conkle—one of the most well-known personalities on Route 66—will lead a 66-day caravan from Santa Monica to Chicago, posting "Roadside Attraction" signs that highlight special sites, treasured landmarks and vintage establishments along the 2,448-mile stretch.

The signs are designed to serve as a road map for future travelers who want to know where to stop and take in the road's unique history.

"What better way to celebrate a vital part of our American history than to provide a 'tour guide' for some of the country's favorite, nostalgic roadside attractions along one of its most cultural and iconic highways," said Conkle, executive director, Route 66 Preservation Foundation. "As families are on the road together this summer, they can make the trip itself part of the experience along Route 66."

Hampton Inn Hotel's Save-A-Landmark program has worked



Many think one of America's most important landmarks is Route 66—all 2,448 miles of it.

with Conkle and Route 66 Associations to help identify highlights along the famous roadway and create the "Roadside Attraction" signs. In addition, the program and its volunteers across the country will refurbish selected locations along the route to bring them back to their original glory.

Over the past four years, the Hampton Save-A-Landmark program has refurbished some of Route 66's deteriorating treasures such as the Blue Whale site in Catoosa, Oklahoma, the Standard Oil Gas Station in Odell, Illinois and the "World's Largest Painted Map of Route 66" at the Meteor City Trading Post in Arizona.

Route 66 fans across the U.S. are invited to "tag along" on the journey that runs through July. More information about the Route 66 Caravan and its landmarks can be found at www.hamptoninn.com.