



Amarillo Convention and Visitor Council
1000 S. Polk St. * Amarillo, TX 79101

806-374-1497 * 806-584-6792 (cell)

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Eric W. Miller * Director of Communications

eric@visitamarillo.com

www.visitamarillo.com

Historic Route 66 Signs To Be Unveiled

New Route 66 Historic Route signs will be unveiled at 10 a.m. Wednesday, June 6, at 3216 SW 6th Avenue, in the Historic Route 66 District in Amarillo. State Representative Four Price, State Senator Kel Seliger and City Council Member Elaine Hays will be in attendance.

Route 66 through Texas has been a famous highway for many years, however, until Rep. Four Price introduced House Bill 978, it was never an official historic corridor. Sen. Kel Seliger sponsored the companion bill in the Texas Senate.

Following the passage of the bill, the Amarillo Convention and Visitor Council spearheaded the effort to receive support for the final sign design through the impacted Texas county historical commissions and finally, the endorsement of the Texas Historical Commission.

Each area along Texas Route 66 is responsible for the costs of purchase and installation of the signs in their area. The Amarillo Convention and Visitor Council, working with the City of Amarillo, has purchased the signs for the Amarillo area.

“Texas was the last state from Illinois to California to formally declare Route 66 a historic corridor” said Rep. Four Price. “We are excited to be here to witness the culmination of these efforts.”

Sen. Kel Seliger concurred, “The Mother Road, Route 66, is an important part of Texas Panhandle history. It was past time for this acknowledgement.”

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The Amarillo CVC mission is to positively impact the economy and image of Amarillo through destination marketing and related support programs.

Visit the Amarillo CVC website at www.visitamarillo.com