



## **Vintage Roadside Announces Route 66 Road Trip – Five Days, 2,300 miles, over 50 Great Stories of Preservation in Progress!**

**Portland, OR October 14, 2008** – On Tuesday, October 14th, Vintage Roadside will set off on a 5-day 2,300 mile road trip to explore over 50 great stories of historic preservation along Route 66. Beginning in their hometown of Portland, Oregon, Vintage Roadside will travel south to Topock, Arizona; then follow Route 66 east to Tulsa, Oklahoma. Blogging as they go, Vintage Roadside will highlight a fascinating group of Route 66 preservation success stories and the people and organizations that made them possible. At journey's end, Vintage Roadside will attend the 2008 National Trust for Historic Preservation Annual Conference.

Vintage Roadside's Route 66 blog is a fun tie-in with the theme of this year's National Trust conference, "Preservation in Progress," and a great way to highlight the work of the National Trust for Historic Preservation, the Route 66 Corridor Preservation Program, the National Scenic Byways Program, State Historic Preservation Offices, Route 66 associations in Arizona, New Mexico, Texas, and Oklahoma, and local preservationists and preservation societies along Route 66.

Some of the places Vintage Roadside will visit include the Wigwam Motel and Old Trails Garage in Arizona, the Blue Swallow Motel and El Rey Theatre in New Mexico, and the U-Drop Inn and Magnolia Station in Texas.

Vintage Roadside will also stop to take a look at the rebuilding going on at the Rock Café in Stroud, Oklahoma. After a devastating fire in May 2008 which destroyed everything but the exterior rock walls, efforts to rebuild the café have become an inspiring example of the preservation community's quick response to a business owner determined to save an important piece of Route 66 history.

Wrapping up their blog in Tulsa, Oklahoma, Vintage Roadside will join the National Preservation Conference on Wednesday, October 22nd from 11:15 - 12:00 pm to present highlights from their Route 66 blog. You can also find them participating in the conference panel, "Engaging People Online, the Newish Frontier," from 1:00 - 3:00 pm.

Beginning Tuesday, October 14th, you can follow along with Vintage Roadside's Route 66 adventure on their Road Trip Blog, Flickr, and MySpace page. Visit the Vintage Roadside blog at <http://vintageroadtrip.blogspot.com/>

### **About Vintage Roadside**

Vintage Roadside is a Portland, Oregon company retailing t-shirts featuring authentic graphics from mom and pop businesses of the 1930s through the early 1960s including roadside attractions, diners and drive-ins, motor courts and motels, skating rinks, and bowling alleys. Visitors to Vintage Roadside's online gift shop will find a fascinating short history of each featured business highlighting their place in the history of the American roadside. To learn more, please visit <http://vintageroadside.com/>

To support architectural preservation of mom and pop businesses of the 1930s through the early 1960s, Vintage Roadside donates a portion of sales to the National Trust for Historic Preservation.

### **About the National Trust for Historic Preservation**

The National Trust for Historic Preservation is a private, non-profit membership organization dedicated to saving historic places and revitalizing America's communities. A great example of the importance of the National Trust's preservation efforts is its recent focus on historic Route 66 mom and pop motels. Still found along the Mother Road, these historic motels are in jeopardy from both the wear and tear of passing years and the wrecking ball of new development. With the help of its members, the National Trust for Historic Preservation is working to preserve these iconic roadside stops for future generations. To learn more about the National Trust and National Preservation Conference, visit <http://www.preservationnation.org/>

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