

FOR IMMEDIATE RELEASE
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ILLINOIS ROUTE 66 SCENIC BYWAY LAUNCHES "SELFIES ON 66" CAMPAIGN!

Out exploring Route 66 in Illinois? Take a selfie! Be creative and capture yourself and friends at Illinois Route 66 landmarks or even more out-of-the-way harder to find sites along the road. Take your "selfie" and post it on Facebook, Twitter, or Instagram with the hashtag #MyIL66.

Each month, the Illinois Route 66 Scenic Byway will select three photos to be highlighted on their social media outlets, and the photo with the most likes/comments/shares will win an Illinois Route 66 license plate and baseball hat! But it gets better...once per year, the Byway will let voters choose from the 12 monthly winners, and the photo that gets the most likes/comments/shares will win the grand prize: a basket full of Illinois Route 66 memorabilia, gift certificates, and more!

"This is a fun way to engage our travelers along Illinois Route 66 and to see how innovative they get with the pictures they come up with," said Bill Kelly, Executive Director of the Illinois Route 66 Scenic Byway. "Ultimately the goal is to have folks spend more time at our attractions and along the road and this becomes an interactive way of doing so." Kelly added that the contest, which is now officially underway, will be an ongoing campaign with no official expiration date, and that it is important that the Byway is able to verify from the photo that it was taken along Illinois Route 66. Entries can be submitted on selfieson66.com or any of the Byway's social media platforms.

Open to US residents ages 18+. For more information, contact the Illinois Route 66 Scenic Byway at 217-525-9308 or visit www.selfieson66.com & www.illinoisroute66.org.

