



FOR IMMEDIATE RELEASE

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The Illinois Route 66 Red Carpet Corridor is proud to present the 3rd Annual Route 66 Miles of Possibility Conference to be held in Joliet, Illinois, on Thursday-Saturday, October 19-21, 2017. The primary venue for the conference is the Joliet Area Historical Museum located at 204 North Ottawa Street, also known as Historic Route 66, in beautiful downtown Joliet. Additional conference breakout sessions will take place in the adjoining Renaissance Center at 214 North Ottawa Street providing seamless accessibility for attendees.

The Miles of Possibility Conference offers high-level, detailed coverage of the key issues, strategies, challenges, tools, and opportunities facing Route 66 municipalities, counties, and businesses. The conference focuses on historic preservation, economic development, history, and marketing with practical solutions presented by an outstanding line-up of nationally known experts on Route 66.

Conference attendees that arrive early on Thursday October 19th will have the opportunity to take a historic tour along Route 66 leaving the Joliet Area Historical Museum at 8:00AM, visiting locations such as the Collins Street Prison, Joliet Union Station, Gemini Giant and the Two Cell Jail. Arrive in Dwight in time for lunch at the quaint Country Mansion and visit the notable Frank Lloyd Wright Bank. Your final stop before returning to the Joliet Museum will be in Braidwood at the 1950's Polk-a-Dot Drive-In for an ice cream sundae and photo opportunities with Betty Boop, Elvis, James Dean and Marilyn Monroe.

Informative conference sessions will feature substantive presentations, panel discussions, and workshops taking place Friday October 20th & Saturday October 21st, 8:00AM-4:00PM. Our Keynote speaker Cory Jobe, Illinois Director of Travel & Tourism, will provide an update on the Illinois travel campaign "Are you up for Amazing?" which prominently features Route 66.

Grab your black fedora and sunglasses as you join us Thursday evening at the Blues Brothers Celebration featuring the Blooze Brothers and Strung Out at The Forge downtown Joliet. Tickets available on TicketWeb, www.ticketweb.com.

Friday night will feature The Road Crew - America's Route 66 Band on stage at the Rialto Square Theatre where they will perform their latest hit, Miles of Possibility, written expressly for this conference. Tickets can be purchased through the Rialto Square Theatre website www.rialtosquare.com.

The list of conference speakers, session topics, and bus tour information can be found on our website – www.milesofpossibility.com.