



THE ROAD AHEAD PARTNERSHIP

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FOR IMMEDIATE RELEASE

Route 66 Social Media Plan Launches to Engage Younger Generations

On November 11, 2018, the Route 66 Road Ahead Partnership will launch an eight-week social media campaign designed to attract and engage younger generations of Route 66 enthusiasts.

“It’s a road trip, the whole way down Route 66, by three 20-something guys trying to find out what’s fun for young people on Route 66,” reports David K. Dunaway, Chair of the Road Ahead Youth Outreach Task Force.

The Road Ahead enlisted the talents of Scotty Leonard, Willim F. Thomas and Kevin McGee to film and edit the videos in addition to implementing the social media communications.

The campaign will utilize YouTube videos, Twitter messages, Facebook posts, and Instagram images to build and engage followers. Highlights include playing at a video arcade museum in Illinois, climbing an amazing clocktower in Missouri, and more.

Route 66 enthusiasts of all ages are invited to join the fun. You can follow the campaign on Twitter @Rt66Ahead, on Instagram @rt66roadahead, on Facebook at Rt. 66 Road Ahead Partnership, and on YouTube at Route 66 Road Ahead Partnership.

Established in 2015, with the support of the National Park Service and the World Monuments Fund, The Road Ahead Partnership’s mission is to revitalize and sustain Route 66 as a national and international icon through partnerships focused on promotion, preservation, research and education, and economic development. The Road Ahead Youth Outreach Task Force serves under the direction of the Research and Education Working Group

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For Additional Information Contact:
Bill Thomas, Chairman, Rt. 66 Road Ahead Partnership
Rt66theroadahead@gmail.com