



For Immediate Release: Monday, August 1, 2016

To set up media interviews contact William Kelly, executive director, at wkelly@illinoisroute66.org or call 217-525-9308.

ILLINOIS ROUTE 66 SCENIC BYWAY ANNOUNCES SELFIES ON 66 GRAND PRIZE WINNER

For the last year, the Illinois Route 66 Scenic Byway has encouraged travelers to share their Selfie photos along Illinois Route 66, and each month our social media followers have voted for their favorite, and will continue to do so. The monthly photo with the most likes/comments/shares won an Illinois Route 66 commemorative license plate and baseball hat. Once per year, the Byway lets voters choose from the 12 monthly winners, and the photo that gets the most likes/comments/shares wins the grand prize: a basket full of Illinois Route 66 memorabilia, gift certificates, and more! This year, our very first grand prize winner is Lenny Scinto from the Chicagoland area (see attached winning selfie taken in Pontiac, IL). Congratulations!

Lenny has won an incredible grand prize package thanks to donated items from our Route 66 sponsoring partners all along the road and from the Byway itself (from north to south):

- Byway - Historic Route 66 Brown Road Sign, Route 66 in Illinois poster, Route 66 Road Trip Game
- Berwyn Rt. 66 Museum - Illinois Route 66 Mini License Plate
- Dwight - \$25 gift certificate from Country Mansion Restaurant
- Pontiac Tourism - Pontiac Route 66 t-shirt, mug, water bottle, luggage tag, stuffed teddy bear as well as the National Geographic Route 66 Calendar
- Chateau Bloomington - overnight for 2 (king, queen or double)
- Grady's Family Fun Park - Bloomington - (2) \$25 gift certificates
- Funks Grove - bottle of Funks Grove Pure Maple Sirip
- Palms Grill in Atlanta - gift certificate for a Homemade Pie
- Lincoln Heritage Museum - Lincoln IL - 2 adult and 2 youth admission tickets
- The Mill in Lincoln - Mill on 66 official t-shirt

- Springfield Convention & Visitors Bureau - Cozy Dog Poster, (2) t-shirts, mini gas pump, mini 66 sign, 66 cap, 2 drink mugs, 66 deck of cards
- Buzz Waldmire – pair of Stuffed Cozy Dog toys, Cozy Dog Panel Van toy, commemorative Bob Waldmire calendar and Bob Waldmire postcards
- Shop Local First Carlinville - \$25 gift certificate
- Gillespie - 2 Illinois Coal Museum at Gillespie coffee mugs
- Holiday Inn Express & Suites Litchfield West - \$50 gift certificate for an overnight stay
- Author Cheryl Jett - Route 66 in Illinois book by Cheryl Eichar Jett and Joe Sonderman

The Illinois Route 66 Scenic Byway would like to extend our special thanks to all our Selfies on 66 participants, our grand prize sponsors, AND, here's the good thing – the Selfies on 66 contest continues. In fact, it never stops! We are still accepting selfies for our ongoing monthly contest, with a winner each month, and another grand prize winner next summer.

"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, when the contest first began a year ago. "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."

So visit our selfie sponsor attractions and all our great Illinois Route 66 photo opportunities and keep submitting those Selfies on 66! Take your "selfie" and post it on Facebook, Twitter or Instagram with the hashtag [#MyIL66](#). Entries can also be submitted at www.selfieson66.com, where you can also check out all the past winners. Thanks to all of our Selfie contestants and keep the pics coming in along the Mother Road in Illinois!

Photos attached: Lenny Scinto winning Selfie and collage of the 12 monthly Selfie winners from which the grand prize winner was chosen.