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Flagstaff Route 66 Days Readiness Efforts Underway

Flagstaff, AZ — **For Immediate Release**

THE STREETS OF DOWNTOWN Flagstaff will soon be crawling with street rods, customs and show cars as the third annual Flagstaff Route 66 Days event approaches.

This year's show, scheduled for the weekend of September 7 through 9, will host some of the most fantastic cars ever seen in this town. "It's the lure of cash prizes combined with Flagstaff's reputation of friendliness drawing the cars this year," says Bob Bortree, president of the Route 66 Car Club. "The cool September temperatures also attract many excellent cars from the valley," he adds.

Indeed, The Route 66 Car Club has a reputation for putting on exceptional car shows. Their first show in 2005 drew 88 cars. By the following year, that number had grown to 200 cars. Thanks to the hard work of the Flagstaff Downtown Business Alliance, members of the Route 66 Car Club, and the city council led by Mayor Joe Donaldson, more streets have been set aside to accommodate the growing event – 300 cars this year with a total net value exceeding 6 million dollars.

"It's amazing how this community has come together to make Route 66 Days a reality," says Heather Phalan of the Downtown Business Alliance. Phalan, who owns All Awards on Birch Ave., has been a key planner of this event from the start. "There'll be plenty of entertainment keyed to the Route 66 theme," she said. "That's rock 'n roll and hot cars."

The weekend will kick off Friday night with a free movie on Heritage Square. This year's hit animated movie, *Cars*, is sure to be a big draw for the whole family. As that's happening, scores of beautiful street rods will cruise around town in an ice cream cruise hosted by many Flagstaff businesses.

The Saturday car show starts at 7 a.m. Three-hundred custom cars and rods will line Aspen Ave. and Birch Ave. between San Francisco St. and Sitgreaves St., and Leroux St. between Route 66 and Birch Ave. A vendor's area will occupy the grassy strip along Route 66 adjacent to City Hall and free entertainment and great food and drink will be available in the City Hall parking lot all day. The drive-through awards ceremony on Saturday begins at 3:30 p.m. in the City Hall parking lot.

MORE INFORMATION is available on two websites, www.flagstaffroute66days.com and www.route66carclub.com, or by calling either Bob Bortree at (928) 779-0898 or John Fajardo at (928) 856-2816. The entire event is free to the public.