



## Route 66 Extraordinary Women Initiative

You're invited to celebrate the upcoming Route 66 Centennial in a meaningful way by making a donation to support direct grants to women owned or operated businesses and attractions along Route 66 that are facing dire times.

Donate \$1,000 now – or pledge over the next five years at: <https://100extraordinarywomen.com/route-66-extraordinary-women-initiative>. When you do, you'll become a Route 66 Extraordinary Woman! You may also use your donation to designate someone else you wish to honor or remember as a Route 66 Extraordinary Woman.

Route 66 will turn 100 years old in 2026. As part of the Centennial Celebration, we invite you to join us in supporting the women along Route 66 who own/operate businesses and attractions – especially in these challenging times. Route 66 has long been called the Mother Road, because it served as an escape route from poverty during the Great Depression, giving birth to countless hopes, dreams, careers, and adventures. Supporting women along the road seems an appropriate way to celebrate the 100<sup>th</sup> birthday of Route 66.

Over the next five years, we will award grants (“birthday presents”) to projects that promote, preserve, and economically develop Route 66 as part of the “Route 66 Centennial - Party with a Purpose”. We're planning a number of ways to raise funds for the Centennial, beginning with **The Route 66 Extraordinary Women Initiative [EW]**. The goal of the EW Initiative is to improve the lives of the 5+ million people who live and work along Route 66 by supporting women-owned or operated businesses and attractions.

Here's how the EW Initiative works:

1. You can join other trailblazing women in all eight Route 66 states and across the nation by becoming a Route 66 Extraordinary Woman through a single donation of \$1,000. Or if you like, you may pledge \$200 per year over the next five years [approximately \$18 per month]. Your donation is tax-deductible.
2. You can encourage your friends and loved ones to take part by making the same tax-deductible contribution in a woman's honor or memory. You and your family & friends can honor as many women as you'd like. What a great gift idea!
3. As a Route 66 Extraordinary Woman, you will have your name included in the digital and print materials surrounding the EW Initiative, as well as at the gala planned for the Route 66 Centennial birthday party... along with an exclusive invitation to the event. Every woman honored will receive a special Route 66 Birthday Party Gift with the official Route 66 Centennial logo.

To designate yourself or to honor a special woman, donate here: <https://100extraordinarywomen.com/route-66-extraordinary-women-initiative> Note: In addition to donating online, checks are accepted. They should be made payable to The Route 66 Road Ahead Partnership and mailed to: Route 66 Road Ahead Partnership, P.O. Box 166, Atlanta, Illinois 61723.

Women have such an important role in the history surrounding Route 66. We are excited to have this opportunity to support and honor them. Thank you for helping identify as many as possible.

With gratitude,  
Route 66 Road Ahead Partnership  
Extraordinary Women Initiative Task Force