



FOR IMMEDIATE RELEASE

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ROUTE 66 CRUISIN' REUNION® 3-day event results are in Economic impact results were over \$17 Million!

ONTARIO, California (Thursday , September 22, 2016) – Route 66 Cruisin' Reunion®, powered by the Greater Ontario Convention & Visitors Bureau, has announced the impact to our local economy during the three day event! Route 66 Cruisin' Reunion®, a 501-(c3) organization, created by the Greater Ontario Visitors & Convention Bureau, is a Southern California ultimate weekend celebration of America's love affair with the automobile and its world-famous highway, Route 66. Three days of cruising, contests, live entertainment, fabulous food and comradery make it one of the best events of its kind. Route 66 Cruisin' Reunion is where classic cruisers, convertibles, hot rods, and wicked Woodies fuel a jam-packed jamboree.

Starting on Friday, September 16 at 5:00pm and continuing thru the weekend until Sunday, September 18 at 4:00pm the following numbers have been reported:

- Attendance totaled more than 150,000 people participating in this three (3) day weekend family event.
- Over 1,000 cars registered to participate in Route 66 Cruisin Reunion
- Total economic impact to the area was more than \$17,000,000.00
- Total vendors, included : 29 retail vendors and 23 food vendors
- Eight (8) live concerts were performed on the Ontario Town Square Stage
- The Mother Road Revisited exhibit at the Ontario Museum of History and Art was brought in specifically to be a part of this event. A good example of synergy between destinations working together to encourage visitors to explore and discover the Greater Ontario region
- The People's Choice awards gave the attendees the opportunity to vote. Six categories included:
Best of Show, Best Convertible, Cool Paint Job, Best Pick Up, Best Staging, and Best Muscle Car
- Additional contests included the Neon light contest and the Model Car Contest
- Southern California media brought attention to the event with over 572,000 people learning more about the event thru television and print articles

"We are proud to announce the success of Route 66 Cruisin Reunion" said Michael Krouse, President and CEO of the Greater Ontario Convention & Visitors Bureau. "Our mission is to bring visitors to our cities, increase overnight stays in our hotels, and boost the local economy" said Krouse. "Our team takes pride in creating family friendly events that lure visitors to our area and has the added benefit of providing a wonderful way for our local community to spend the weekend – to appreciate our beautiful historic tree lined Euclid Avenue in Ontario, check out the cars, listen to some great music and enjoy all the free family fun!"

If you missed this annual event be sure to mark your 2017 calendars now for the third weekend in September! The timer has already been set to count down the days, hours, minutes, and seconds to the next Route 66 Cruisin' Reunion. Visit www.Route66CruisinReunion.com

About Route '66 Cruisin' Reunion

The Route 66 Cruisin' Reunion®, a 501-(c3) organization, created by the Greater Ontario Visitors & Convention Bureau, is a Southern California ultimate weekend celebration of America's love affair with the automobile and its world-famous highway, Route 66. Three days of cruisin', contests, live entertainment, fabulous food and comradery make it one of the best events of its kind. Held annually each September along historic, tree-shaded Euclid Avenue in Ontario, California, the Route 66 Cruisin' Reunion is where classic cruisers, convertibles, hot rods, and wicked Woodies fuel a jam-packed jamboree. Visit <https://route66cruisinreunion.com/> for details.

About the Greater Ontario Convention & Visitors Bureau

The Greater Ontario Convention & Visitors Bureau is the official destination marketing organization to promote the cities of Ontario and Rancho Cucamonga California to visitors nationally and internationally. As destination experts we provide groups and meeting professionals with an unbiased, comprehensive resource when booking a tour, convention, meeting or event within the cities of Ontario and Rancho Cucamonga, California. Ideal for leisure and business travel, the region boasts scenic mountains, deserts, vineyards and metropolitan areas that are both historic and cosmopolitan in character. For meeting needs of all sizes – from a conference room to a citywide convention utilizing the Ontario Convention Center – or for a special exposition or sporting event, the Greater Ontario Convention & Visitors Bureau will provide the necessary destination support tools to execute a successful experience. Visit www.discoverontariocalifornia.org.

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