



Peoria, IL (July 22, 2010)—The Illinois River Road National Scenic Byway is excited to announce several new and exciting assets to promote the region. While the Byway is a catalyst for the growth of our region’s visitor-based economy, residents of the region are also encouraged to get out and explore the many natural assets and unique, authentic communities right here at home. Byway Director Anaise Berry says the organization now has three new tools to help promote the Illinois River Road.

1. Video tours of the Byway are now viewable and downloadable from www.illinoisriverroad.org and on YouTube. Tours of each of the Byway’s Gateway Communities (Ottawa, Princeton, Peoria, Pekin, Canton and Havana) showcase the Illinois River Valley and its unique aspects, as well as the many things visitors can do while they are exploring the Illinois River Road. This project was completed with the help of a National Scenic Byway Grant under the U.S. Department of Transportation Federal Highway Administration, as well as an Illinois Office of Tourism grant.
2. The new 34-page Illinois River Road Map & Discovery Guide is a comprehensive guide to communities and waypoint sites along the Illinois River Road, and is the core informational piece for the Illinois River Road. It is rich with color photographs, maps and detailed site information, including GPS locations and website addresses, and is available in print at area visitor information centers and Travel Information Centers throughout the state and online at www.illinoisriverroad.org. This project was completed with the help of a National Scenic Byway Grant under the U.S. Department of Transportation Federal Highway Administration, as well as an Illinois Office of Tourism grant.
3. A bid for the construction of informational and interpretive byway kiosks in each of the byway’s gateway communities will be issued by the City of Peoria and IDOT in the coming days. These iconic kiosks being placed in Byway Gateway Communities will give visitors a sense of place by informing them about the scenic byway, its communities and sites, and the Illinois River. The kiosks will have a map, and a panel dedicated to each community to let visitors know about some of the key places to stop. Kiosks are expected to be constructed later this summer.

Attached you will find images of each of these new assets. If you have questions or would like to schedule an interview with Anaise Berry regarding the Illinois River Road, contact Renee Charles at 495-5905 or rcharles@h-p.org or Byway Director Anaise Berry at 495-5909 or aberry@edc.h-p.org.

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The Illinois River Road National Scenic Byway is a program of the Economic Development Council for Central Illinois - a company of The Heartland Partnership.



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