



**The Economic Development Council
for Central Illinois**

NEWS RELEASE

Request for Coverage

For Immediate Release

August 17, 2007

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**Illinois River Road National Scenic Byway to
Launch New Logo with Caravan Tour**

WHAT:

To celebrate the Illinois River Road's National Scenic Byway designation and what it means for communities along or near the Byway, we will be traveling to each of the Byway's gateway communities to highlight progress and current projects aimed at increasing awareness of the Byway and attracting visitors to our region.

There will be a gathering at each gateway community featuring representatives from the Byway, a congressional representative and a city official. The new logo will also be unveiled.

There are opportunities for members of the media to ride with the Byway representatives who will stop along the Byway at additional points of interest as time allows. Please contact us if interested.

The two caravans will leave from the Riverfront Visitor's Center (110 NE Water St.) in Peoria at 7:30 a.m.

WHEN & WHERE:

Wednesday, August 29th 2007

NORTHERN CARAVAN

9 a.m. Ottawa, Washington Square Park

11 a.m. Princeton, Veterans Park

1 p.m. East Peoria, Riverside Park

SOUTHERN CARAVAN

9 a.m. Havana, Riverfront Park

11 a.m. Canton, Town Square

1 p.m. Pekin, Riverfront

MEET IN THE MIDDLE OF THE BYWAY

4 p.m. Peoria- Gateway Building

200 NE Water St. (bottom of Main St. hill)

Special guest: Congressman Ray LaHood

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The Illinois River Road National Scenic Byway is one of a collection of 126 routes recognized by the U.S. Secretary of Transportation as the most significant routes throughout the country, based on their scenery, cultural, historical, natural, recreational or archaeological opportunities.

Links to Illinois' National Scenic Byways can be found at www.illinoisbyways.org.

Learn about the Illinois River Road at www.illinoisriverroad.org.

Information and links to other National Scenic Byways can be found at www.byways.org.

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For additional information on the Illinois River Road National Scenic Byway, please contact our Byway Director Anaise Berry at 309-495-5941 or aberry@edc.h-p.org.