



National Trust *for*
Historic Preservation®

Share Your Route 66 Story

Marketing Resources

The National Trust for Historic Preservation recently launched the Preserve Route 66: Share Your Story campaign to collect stories about the people and places that make America's "Mother Road" so special. This initiative aims to gather 2,026 public submissions in time for Route 66's centennial in 2026, and will be used to create an interactive online map of the quirky roadside attractions, beloved small businesses, family histories, and personal memories that collectively help tell a more complete story of this iconic highway.

Below are social media, newsletter, and email examples for you to use to encourage your constituents, members, partners, and allies to submit their Route 66 stories, and help us tell the full American story.

Questions? Email cdanz@savingplaces.org

Landing Page

<https://savingplaces.org/your-route66-story>

FAQ Page

<https://savingplaces.org/preserve-route-66-faqs>

Timeline

- January 16, 2024: Campaign launches
- November 11, 2026: Route 66 centennial

Social Details for the National Trust:

@SavingPlaces (Instagram; Twitter/X)

@NationalTrustforHistoricPreservation (Facebook; LinkedIn)

Hashtags: #PreserveRoute66 #SavingPlaces

LinkedIn or Facebook Samples

Help preserve Route 66 and share your historic Route 66 story today! Route 66 is one of the most iconic roadways in America, yet its historic places—and their stories—continue to be lost. @NationalTrustforHistoricPreservation needs your help to share the stories of the Mother Road!

Whether it's a quirky roadside attraction, a treasured business, a piece of family history, or a personal memory, every contribution helps piece together a more complete picture of Route 66's history.

Have a story about a place you'd like to share? Submit a photo and a short description today at <https://savingplaces.org/your-route66-story>.

Twitter (X) Samples

Share your stories from #Route66! Whether a quirky roadside attraction, a treasured business, or a piece of family history, @SavingPlaces is looking for your stories from this iconic highway. Submit your story today! <https://savingplaces.org/your-route66-story> #PreserveRoute66

Every twist and turn of #Route66 holds a story waiting to be told. Help @SavingPlaces document the history of the Mother Road by sharing your historic Route 66 story! <https://savingplaces.org/your-route66-story> #PreserveRoute66

Your #Route66 story is a piece of American history! @SavingPlaces invites you to help preserve the legacy of this iconic highway. Whether it's a forgotten landmark or a cherished memory, share your piece of the journey. Together we can #PreserveRoute66. <https://savingplaces.org/your-route66-story>

Share your historic #Route66 story! Route 66 is one of the most iconic roadways in America, yet its historic places continue to be lost over time. @SavingPlaces needs your help to share the stories of the Mother Road!

<https://savingplaces.org/your-route66-story> #PreserveRoute66

Instagram Samples

Share your historic #Route66 story today! Route 66 is one of the most iconic roadways in America, yet its historic places—and their stories—continue to be lost over time. @SavingPlaces needs your help to share the stories of the Mother Road!

Whether it's a quirky roadside attraction, a treasured business, a piece of family history, or a personal memory, every contribution helps piece together a more complete picture of Route 66's history.

Have a story about a place you'd like to share? Submit a photo and a short description today at <https://savingplaces.org/your-route66-story>.

#SavingPlaces #PreserveRoute66

Short Blurb (Newsletters)

What's Your Favorite Place on Route 66?

While Route 66 still captures the imagination of people around the world, its historic places—and their stories—continue to be lost every year. The National Trust for Historic Preservation believes that many of these stories along Route 66 remain untold and we need your help in amplifying them to the wider world. Tell your Route 66 story.

[link Tell your Route 66 story to: <https://savingplaces.org/your-route66-story>]

Long Blurb (Emails)

Subject: Do You Have Unforgettable Memories on Route 66? Share Your Stories!

Share Your Historic Route 66 Story!

Route 66 is one of the most iconic roadways in America, yet its historic places—and their stories—continue to be lost over time. The National Trust for Historic Preservation needs your help to share the stories of the Mother Road!

Whether it's a quirky roadside attraction, a treasured business, a piece of family history, or a personal memory, every contribution helps piece together a more complete picture of Route 66's history.

Have a story about a place you'd like to share? Submit a photo and a short description today!

[link Submit a photo and short description today to: <https://savingplaces.org/your-route66-story>]

The National Trust for Historic Preservation, a privately funded nonprofit organization, works to save America's historic places.



National Trust *for*
Historic Preservation®

600 14th Street NW Suite 500
Washington, DC 20005

SavingPlaces.org