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**<http://www.greatallamericanroadshow.com/pr.htm>**

## **Kit-Cat® and Friends Great All-American Road Show**

Route 66 an America Icon to celebrate some of America's most notable Icons

Santa Monica (April 16, 2007) - Immortalized in song, on screen, and in the hearts of auto enthusiasts and romanticists, Route 66 is considered the Mother Road of mid-America and the most recognized Route of all time, initiating a pop culture uniquely its own. So it is only fitting to select Route 66 an America Icon to celebrate some of America's most notable Icons, which are having their 75<sup>th</sup> Anniversary. Among this special group is the Famous Smiling Cat Clock with its "moving eyes and wagging tail" the Kit-Cat Klock®, along with the most revered "hotrod" known as the "Deuce" the 1932 Ford High Boy, and who hasn't reached for a snack made by Frito-Lay, or seen a Cessna Aircraft with banners flying behind them, many have used Revlon products to freshen up with, now look in your kitchen and see which Rival small electric appliances you have, also if you need a first class airline try Alaska Airline, and list goes on and on. In celebration of the 75<sup>th</sup> Anniversary of some of these fine American companies an unprecedented 75 day All-American Road Show will enjoy the heartland of America so come join on in and join the fun and be part of the celebration to honor these iconic symbols of Americana. However, we should never forget that we owe our freedom to be able to celebrate to the brave Men and Women to have served our country and fought to protect us. So all along the way we will be holding special events to honor our veterans and to raise funds to assist the families of our most recent fallen soldiers who have given their all for us.

### **Vision for the "Kit-Cat® and friends Great All-American Road Show" or GARS:**

*To have an All-American event during the summer for the whole family to enjoy and to do something for others in the American tradition of giving.*

*Mission Statement: To join together as many American Traditions in a Summer long event that will be fun, educational, spiritually enlightening, economically empowering, and uniting of all Americans so that our families can experience the specialness of true Americana.*

**Theme: Keeping the Spirit Alive –Celebrating America**

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Seventy-five Days of Driving Tours, Car Shows, Special Events and Parties for the Kick-Off Debut of “Kit-Cat® and friends Great All-American Road Show” along Route 66 – Beginning June 21, 2007 to September 3, 2007

“Kit-Cat® and friends Great All-American Road Show” will include the following schedule of events:

**Saturday, June 16<sup>th</sup>** – A pre-event at the Largest Roadster Show on Earth, held at the Los Angeles Fairplex in Pomona featuring the ‘32 Deuce. This will help rev-up your engines.

**Sunday, June 17<sup>th</sup>** – A special day at Dodgers Stadium with the Dodgers playing the Angels will feature a pre-event to get everyone excited and ready for the Road Show.

**Thursday, June 21<sup>st</sup>** – Participants will take a driving tour from Santa Monica to The Petersen Automotive Museum, which will host an Open House featuring hundreds of Deuces and their owners to kick-off event registration and the anniversary festivities, also this will be the event’s official Media Day.

**Friday, June 22<sup>nd</sup>** – The caravan will tour the San Fernando Valley, visit the acclaimed Nethercutt Collection in Sylmar, and wind its way along the scenic Pacific Coast Highway and back to Griffith Park for afternoon full of activities. The evening will culminate with the view of the heavens at the Griffith Park Observatory.

**Saturday, June 23<sup>rd</sup>** – Participants will take a driving tour from Disneyland and around Orange County with stops at legendary restoration shops and private collections. A special catered BBQ by Richard Jones BBQ will be held at the newly expanded Astor Classics Event Center in Anaheim and will be a fund-raising event for veteran’s families.

The above is a snapshot of the variety of events that will take place, please go to website for the most current information. <http://www.gars66.com>

### *Route 66 – There’s just something special about it.*

What is Route 66? A road, not really. It’s a memory for some, others see as symbol of the heartland of America. Actually it’s many things and it can be what you want it to be, because there is so much imagery that has surrounded it over the years. What’s important, it is one of the most interesting highways you can travel.

Such an exciting array of beautiful scenery to enjoy on Route 66. After surfing in the Pacific Ocean and sun bathing on the beach you can start your journey along Route 66 and visit an array of museums, national parks, mountains, deserts, rivers and so many other natural creations of the landscape that makes it so rich and colorful.

However, what makes it extra special is the people. You will meet the most interesting cross section of Americans and as you spent so time talking to them and learning about the history of the area you realize what makes America great. True Americans sharing a common language so it is easy to communicate and pledge allegiance together at the beginning of the ball game as we cheer and have fun and talk about the weather. What a variety of citizens from true American Indians, actual

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cowboys, gold miners, farmers, small town folks and big city slickers that live on Route 66. So as you make your travel plans pause for a moment and pencil in some time to embrace the journey.

Who knows you might find it fun to sleep in a Wigwam hut, eat some good country cooking, watch a rodeo, make a short detour so you can peer over the mass display of the Grand Canyon, visit the largest Meteor Crater in our country, feel a piece of real petrified wood from the Petrified Forest, enjoy watching the colorful Hot Air Balloons soar across the Albuquerque sky, autograph the cars at the Cadillac Ranch near Amarillo, touch the Healing Hands at Oral Roberts University, gawk at the delicately restored vintage cars in museums all along the route, drop down to Branson and kick up your heels and dance the night away, run your figures up and down the stalagmites in the caverns, go fishing where Huckleberry Finn pursued his adventures along the Mississippi, view where Lincoln lived, and cruise the canal through downtown Chicago while enjoying the unique architectural delights.

Of course, there are so many matchless activities that a few short sentences can not do it justice, but your imagination can fill in the rest. Now it is time to plan to join and experience Kit-Cat and Friends Great All-American Road Show starting the first day of summer, June 21<sup>st</sup> through Labor Day, September 3. Starting from Santa Monica, Calif. traveling along Route 66 and ending in Chicago, IL.

Please go to [www.greatallamericanroadshow.com](http://www.greatallamericanroadshow.com) for photos and graphics.

***PS: Kit-Cat Klock is celebrating its 75<sup>th</sup> Anniversary this year and for the last 50 plus years it has been made near Route 66 and still continues today to be made in the USA.***

Kit-Cat® and Friends Great All-American Road Show  
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