

**FOR IMMEDIATE RELEASE**

**ROUTE 66 NEON DRIVE THRU - EXPLORE GRANTS, NM**

**Additional information:**

***City of Grants***

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[www.cityofgrants.net](http://www.cityofgrants.net)

February 2017 – The City of Grants added a new drive thru roadside attraction on Route 66. This drive thru arch was erected in early June of 2016 and the official ribbon cutting happened August 6, 2016. Since then, the structure now lights up the Route every evening with LED Neon Rope lights.

City Council members passed a proclamation on July 25, 2016 naming the new attraction, the “Route 66 Neon Drive Thru.” This new installment was a monumental way for the City to say “Happy 90th Birthday” to this iconic road, which continues to provide travelers the means to experience the scenic beauty and human history of our City and State. The structure is sure to be added as a “Must See Stop” on travelers’ itineraries this summer and for years to come. The 18-foot tall illuminated roadside arch, located on the longest driveable stretch of Route 66 in the State, is Grants, New Mexico’s newest tourist attraction.

The City of Grants partnered with the NMSU-Grants welding department to build the Neon Drive Thru. It is located on Route 66 near City Hall Park, Fire and Ice Park and the New Mexico Mining Museum. The concept was brought into action by our Team 66: Marketing Steering Committee. Team 66 is comprised of members from various area organization directors including the City of Grants, Grants Mainstreet, Cibola County Economic Development, Future Foundations, The Chamber of Commerce, Arts Council, NMSU, Cibola County and the National Park Service.

Be one of the first to take your pic on Route 66 at the newest Route 66 Roadside Attraction on America’s Mainstreet in Grants, NM!