

October 03, 2013

News Release

For Immediate Release

City raises more than \$10K for first round of Route 66 crowdfunding projects

CrowdIt (www.crowdit.com), the first company to bring business networking and support services into the crowd funding experience, today announced the City of Springfield, Missouri has raised \$10,310 for its Route 66 Roadside Park project after being live for less than one day at crowdit.com. The City raised more than \$8,000 in only two hours, during a live kick-off event where about 100 people celebrated the launch and enjoyed craft beer at Mother's Brewing Company, located along the historic route.

The first crowdfunding initiative (www.crowdit.com/route66sgf) kicked off last night during a Route 66-themed party at Mother's Brewing Company in downtown Springfield. Funds raised will cover construction costs for a re-creation of the iconic Red's Giant Hamburg sign, a major landmark along the historic Route 66 Highway.

Two large donations last night helped the fund grow quickly.

Business owner and classic car collector Guy Mace and his wife Gloria presented City of Springfield Director of Planning & Development Ralph Rognstad with a check for \$2,500. Urban Districts Alliance Director Rusty Worley presented Rognstad with a \$3,000 check on behalf of the West Central Neighborhood Association.

Grocery store chain HyVee donated \$1,000 to the project during a week of fundraising for the project in June. Attendees at the Birthplace of Route 66 Festival in August donated around \$500 to the effort.

“We are thrilled to receive such a positive response, both locally and nationally, to renovate a key portion of the world-famous Route 66 highway,” explained Cora Scott, director of Public Information and Civic Engagement for the City of Springfield. “We look forward to continuing our fundraising efforts with CrowdIt and are excited about the possibilities.”

As the birthplace of Route 66, Springfield is the first municipality to use crowdfunding to help renovate the renowned national highway. CrowdIt was selected because of its local Springfield roots and early success in the crowdfunding market.

Upcoming projects include a filling station replica, vending machines and visitor information; a relocated motor court cottage, with restrooms, and sign replica; a Birthplace of Route 66 sculpture; and, a Lily-Tulip/Solo Cup sculpture.

“Civic crowdfunding is an opportunistic way for municipalities to leverage financial support for a myriad of infrastructure projects,” explained Jason Graf, CEO of CrowdIt. “Our great city of

Springfield and its Route 66 project is just the tip of the iceberg and is a testament to crowdfunding possibly being the greatest economic opportunity in our lifetime.”

A Facebook photo album of the event is available at

<https://www.facebook.com/media/set/?set=a.10151615759016786.1073741842.166280891785&type=1&l=23475566ee>

###

City of Springfield Media Contact:

Cora Scott

Director of Public Information & Civic Engagement

417-864-1009

cscott@springfieldmo.gov

CrowdIt Media Contact:

Jeremy Douglas

Catapult PR-IR

303-581-7760

jdouglas@catapultpr-ir.com