



# The Birthplace of Route 66 Festival 2016 Details

**Embargoed until 10 a.m., March 22, 2016**

## **Motorcycle Village**

- This is the second year Aaron Sachs and Associates and Ozarks On Two Wheels have been part of The Birthplace of Route 66 Festival.
- This year, Aaron Sachs and Associates celebrates its 25 anniversary, and the firm has been looking for a creative and fun way to acknowledge the community that has supported our success.
- The Ozarks On Two Wheels Motorcycle Village will be a focal point of free family fun and entertainment. The Village will feature live music, games, stunts shows, car and bike parades, and much more.
- Local and regional talent will perform on a third stage, coordinated by the Aaron Sachs team. Headlining starts will include a finalist from “The Voice.”
- All concerts are free in The Motorcycle Village!
- The Harley Davidson demo truck will be at the Village Saturday and Sunday from 9-4. Attendees can test ride the newest HD models.
- A Dyno Drag, a self-contained motorcycle drag strip
- The Ives Brothers will perform inside The Globe of Death, a steel ball that both brothers ride inside at full speed.

## **Friday Evening**

- Come see Branson entertainers and other celebrities as the City hosts the 2<sup>nd</sup> Annual Birthplace of Route 66 Parade, proceeding down Route 66, (St. Louis, from Glenstone to Kansas) beginning at 6:30 p.m. More than 300 entries last

year, including classic cars and motorcycles and live entertainment at the grandstand area on St. Louis in front of the Expo Center lot

- KY3 will stage a variety of activities throughout the weekend, including a FREE Ice Cream Social on Park Central Square, hosted Barry Williams AKA Greg Brady
- Ice Cream social will also include “Branson Experience” a full line-up of Branson entertainers, including Clay Cooper.
- **Route 66 Signature Concert Series features iconic bluegrass and country artist Rhonda Vincent (who has received five Grammy nominations), followed by nine-time Grammy-award winning legends: Asleep at the Wheel – At the Historic Gillioz Theatre. (Tickets currently on sale)**
- Springfield Cardinals home game and special events at Hammons Field, followed by fireworks .
- “Drive-In” movie on the side of the Expo Center, hosted by Springfield-Greene County Park Board
- At the Aaron Sachs stage, Friday evening will kick off with regional blues rock band Tripwire followed by next level party band Sequel Dose, which covers 70s dance hits to the present and everything in between.
- Machine Gun Symphony will close Friday evening, covering your favorite glam rock hits from the 80s and 90s.

## **Saturday**

- Saturday Birthplace of Route 66 Run/Walk
- Authors, Artists, Collectors and Associations at the Old Glass Place, 10 a.m.-4 p.m.
- In partnership with Aaron Sachs & Associates, The Combat Veteran’s Motorcycle Association (CVMA) will also host the Gypsy Tour Poker Run, a 66-mile poker run on original Route 66 pavement.
- The CVMA’s motto “Veterans Helping Veterans” echoes its mission and all proceeds from the poker run will benefit local veterans.

- Classic Car Show, underwritten by Best Western Route 66 Rail Haven, takes place 10 – 4 on both Saturday and Sunday, featuring more than 500 vintage vehicles
- Springfield Cardinals home game and special events at Hammons Field Saturday evening
- At the Aaron Sachs Stage, Local country favorites Cole Porter Band and Back Road Story will play Saturday afternoon
- And up-and-coming country stars BlackJack Billy and Dallas Smith, who just won the Canadian Country Music Award for album will play Saturday.
- **Birthplace of Route 66 Festival signature concert at the Historic Gillioz Theater.: The Marshall Tucker Band. The band's blend of rock, rhythm and blues, jazz, country, and gospel helped establish the Southern rock genre in the early 1970s.**

#### **Sunday:**

- Best Western Route 66 Rail Haven Vintage Car Show continues.
- Authors, Artists, Collectors and Associations at the Old Glass Place, 10 a.m.-4 p.m.
- At the Aaron Sachs stage, Sunday will feature “The Jewel from Cabool” Casey Lynne and The Dealbreakers, who plays country and bluegrass covers and Casey’s own originals.

#### **Background:**

- Started in 2010 as a small car show hosted by the West Central Neighborhood Alliance, has grown into a multi-day, multiple event festival with numerous partners and sponsors.
- ***Festival Founders: Route 66 Association of Missouri, Elliot Lodging, Convention & Visitors Bureau, West Central Neighborhood Association***
- ***2016 Underwriters: City of Springfield; KY3/KSPR/CW; Aaron Sachs & Associates / Ozarks on Two Wheels***
- ***2016 Vintage Car Show Underwriter: Best Western Route 66 Rail Haven***
- This year’s festival will take place Friday – Sunday, Aug. 12-14, 2016 in downtown Springfield.

- 2014: crowd of 4000
- 2015: crowd of 23,000