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FOR IMMEDIATE RELEASE:

### THE OFFICIAL ROUTE 66 RENDEZVOUS® T-SHIRT RELEASED

*Local Participant's Vehicles featured in Artwork*

**SAN BERNARDINO, CALIF. (June 30, 2008)**– The Stater Bros. Route 66 Rendezvous® has just released the official 2008 Route 66 Rendezvous® souvenir T-shirt which features local vehicles that participate in the Rendezvous being held September 18 – 21, 2008 on the downtown streets of San Bernardino. Artwork design was done by California Casuals Sportswear, Inc. of San Bernardino. The shirts are available for purchase at "Our Town" located in the California Welcome Center, 1955 Hunts Lane, San Bernardino (off Hospitality Lane),

California's largest cruisin' classic car show, the Stater Bros. Route 66 Rendezvous® will transform the 35-blocks of historical downtown San Bernardino into an automotive paradise with 1,900 hot rods, classics and custom cars cruising. This event is free to the public who will enjoy the classic cars, music and entertainment, sponsor displays, legendary guests, contests and vendors.

The 1965 Pontiac GTO convertible owned by Alan Meyer of Riverside is featured on the t-shirt. "I was thrilled when I found out my car was going to be on the t-shirt," Meyer said. "When I purchased this car in 1992 it was tired. I did a full frame restoration that took approximately 2 years." This car was built specifically for John DeLorean, who received almost total credit for the success of the "first muscle car" earning him his promotion to the head of the Pontiac division. Meyer holds the original window sticker showing the base price of \$2,300, with the cost escalating to over \$4,000 once fully loaded. The sticker also states that it was used by a manufacturer prior to sale.

"It is an honor to have my car on the official t-shirt for this national event," says Randy Barger of Redlands, owner of the 1941 Willy's car featured prominently on this year's t-shirt. "I worked for Stater Bros. for 37 years and volunteered at many Rendezvous' at the Stater Bros. Family Fun Zone. To have my car featured seems very fitting." Barger boasts that his car has a blown 468 big block Chevy engine that is fuel injected and uses nitrous. His car was awarded a Cruisin' Award by the Auto Club last year.

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Souvenir t-shirts are \$15.00 (plus tax) for sizes small to X-large and \$17.00 for sizes 2XL and above. Order forms for the shirts are also available at [www.route-66.org](http://www.route-66.org).

There is still time to pre-register your vehicle to secure a 4-day reserved parking space with an assigned number, participant credentials, an official souvenir t-shirt, and commemorative license plate and dash plaque. Pre-registration cost is \$70 per vehicle, and registration is open to vehicles from 1900 – 1973 and any year Corvette, Viper or Prowler. Deadline for pre-registration is August 1, 2008 and forms are available at [www.route-66.org](http://www.route-66.org).

The San Bernardino Convention & Visitors Bureau (SBCVB), producers of the Route 66 Rendezvous®, is a private, non-profit corporation providing destination sales and marketing services for the City of San Bernardino. As a sales and marketing organization, the main objective of the San Bernardino CVB is to promote and market the San Bernardino area as a tourism destination and meeting site.

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