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FOR IMMEDIATE RELEASE:

2010 CRUISIN' HALL OF FAME NOMINATIONS OPEN

Submit your Entries for the 2010 Cruisin' Hall of Fame

SAN BERNARDINO, Calif. (January 20, 2010) – It is time to send in your nominations for the Cruisin' Hall of Fame recipients who will be honored during the 21st Annual Stater Bros. Route 66 Rendezvous, the largest cruisin' classic car show in southern California that is being held this September 16 – 19, 2010 in the downtown streets of San Bernardino.

In 1995 the San Bernardino Convention & Visitors Bureau, in conjunction with the city of San Bernardino, established a landmark area named "Route 66 Plaza" to recognize and honor individuals and entities that have made a major difference to the uniquely American automotive cruising era. This designated wall with a map of "America's Main Street" serves as a monument to Route 66 and the backdrop for the Cruisin' Hall of Fame. The wall incorporates a new plaque each year to identify the new inductees.

"There are so many who have made a difference or contributed to the automotive cultural phenomenon of cruising," said JoAnn Webb, director of corporate relations for the Route 66 Rendezvous. "We're asking for your suggestions to name the 2010 honorees by submitting entries for those individuals and/or entities that have made a significant impact, generated national recognition and/or demonstrated community goodwill."

Please nominate according to the categories listed: *Legendary Builder and/or Designer; Automotive Manufacturer or Specific Vehicle; Entertainer/Media; and Historic/Miscellaneous*. Nominations are also being accepted for a Lifetime Achievement Award. Nomination forms are available online at www.ROUTE-66.org or at the California Welcome Center located at 1955 Hunts Lane, Suite 102, San Bernardino, Calif. **The nomination deadline is Sunday, February 28, 2010.**

Those selected will join the 2009 newly appointed members: Wanda Wells of Wanda's Upholstery, Airstream, Inc., Westways Magazine, Grand National Roadster and Lifetime Achievement Award winner Match Corporation. The 2010 inductees will be honored at a Cruisin' Hall of Fame Awards Ceremony that takes place during the Rendezvous. In addition to this ceremony, the public will enjoy the 1,800 classic cars, music and entertainment, sponsor displays, legendary guests, contests and vendors on the 35 blocks of downtown San Bernardino.

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.

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