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FOR IMMEDIATE RELEASE:

20th Anniversary of Stater Bros. Route 66 Rendezvous T-shirt Unveiled at *Beach Boys* Concert

SAN BERNARDINO, Calif. (May 4, 2009) – It is the 20th anniversary of the Stater Bros. Route 66 Rendezvous, and the official T-shirt will be unveiled on Sunday, May 10, 2009 at the historic California Theatre of Performing Arts beginning at 2:00 p.m. prior to the *Beach Boys* concert that begins at 3:05 p.m. The creators of the artwork from California Casuals located in San Bernardino will be available for autographing.

The T-shirt commemorates California's largest cruisin' classic car show, the Stater Bros. Route 66 Rendezvous®, that turns the 35-blocks of historical downtown San Bernardino into an automotive haven with 1,900 hot rods, classics and custom cars cruising from September 17 – 20, 2009. The event is free to the public to enjoy the classic cars, music and entertainment, sponsor displays, legendary guests, contests and vendors.

"The *Beach Boys* were such a large part of the cruising days, we felt that unveiling this commemorative shirt at their concert was ideal," states Wayne Austin, president & CEO of the San Bernardino Convention & Visitors Bureau. "The entire day will be a step back in time, with classic cars surrounding the historic California Theatre, the music of the *Beach Boys* and Route 66 memorabilia. And, for all the moms who grew up listening to the *Beach Boys*, what a better way to spend Mother's Day."

The cars to be featured on the T-shirts are a blue 1969 Corvette owned by Mike Syrett of Redlands and a red 1969 Corvair convertible owned by Richard Breeden who retired from San Bernardino and now resides in Redmond, Oregon.

"To think of all the cars that have been to the Rendezvous over the years, I was so honored that my car was chosen for this 20th anniversary," stated Syrett. Breeden shared the same sentiment, "I was shocked and honored. I even asked 'You know it's a Corvair?' I return every year to San Bernardino from Oregon just to attend the Rendezvous and can't wait to be there this year."

Tickets are available for the *Beach Boys* concert through the California Theatre of Performing Arts box office, 562 W. 4th Street, San Bernardino or contact 909.633.2293. The *Beach Boys* continue to create and perform with the same bold imagination and style that marked their explosive debut 40 years ago.

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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