



FOR IMMEDIATE RELEASE

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That's a wrap: Route 66 Cruisin' Reunion attracts more than 250,000 to downtown Ontario, California

(ONTARIO, California, October 1, 2024) – More than a quarter-million visitors attended the 11th Annual Route 66 Cruisin' Reunion in Downtown Ontario, September 20-21, making this year's event the most popular and successful ever.

The event, presented by GOCAL (Greater Ontario California), attracted visitors from Southern California and beyond for a spirited weekend of classic cars, food, music and family fun. More than 1,100 hot rods and vintage automobiles lined the streets of Ontario during the two-day celebration of America's most famous roadway.

"Route 66 Cruisin' Reunion has become one of Southern California's premier events, and this year's certainly lived up to that billing. We want to thank all of our partners, our entertainers and vendors, and, of course, our visitors and participants for making this the best Cruisin' Reunion ever," said Michael Krouse, President and CEO of GOCAL.

Enthusiasm for the 2024 Route 66 Cruisin' Reunion was borne out in a survey of attendees, which showed that 98% probably or definitely will participate again next year, while the same number – 98% – are very likely to tell others about the event. More than four in 10 were first-time attendees.

It was a hit with non-attendees as well. According to GOCAL's audience metrics, Route 66 Cruisin' Reunion generated more than 20 million digital media impressions and earned-media audience reach of more than 30 million.

In addition to classic cars as far as the eye can see, highlights of this year's event included headlining performances by the classic rock band Grand Funk Railroad and Yacht Rock favorites Ambrosia.

A highly coveted part of every Route 66 Cruisin' Reunion are the individual awards. This year's honorees included Michael Kendall, Best of Show winner for his 1960 Cadillac Convertible, and Craig Pardue, the Mayor's Choice Award for his 1951 Ford Crestline. For a complete list of award winners, [please visit our website](#).

GOCAL also would like to thank the event sponsors: Stater Bros. Markets, Raising Canes, OmniTrans, Mark Christopher Auto Center, Petersen Automotive Museum, the City of Ontario and the Ontario Convention Center.

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ROUTE 66 CRUISIN REUNION

The Route 66 Cruisin' Reunion®, a 501-(c3) organization, created by Greater Ontario California (GOCAL), is a Southern California ultimate weekend celebration of America's love affair with the automobile and its world-famous highway, Route 66. Two days of cruisin', contests, live entertainment, fabulous food and revelry make it one of the best events of its kind. Held annually each September along historic, tree-shaded Euclid Avenue in Ontario, California, Route 66 Cruisin' Reunion is where classic cruisers, convertibles, hot rods, and wicked Woodies fuel a jam-packed jamboree. Visit GOCAL.ORG or www.Route66CruisinReunion.com for details.

GREATER ONTARIO CALIFORNIA

Greater Ontario California (GOCAL) is the official destination marketing organization to promote the cities of Ontario and Rancho Cucamonga, California to visitors nationally and internationally. As destination experts we provide leisure, meeting groups and meeting professionals with an unbiased, comprehensive resource when booking a tour, convention, meeting or event within the cities of Ontario and Rancho Cucamonga, California. Ideal for leisure and business travel, the region boasts scenic mountains, deserts, vineyards and metropolitan areas that are both historic and cosmopolitan in character. Under the umbrella of the Greater Ontario California is the California Welcome Center and several Signature Events to support the overall mission to drive visitors to the region, stimulating economic growth. GOCAL provides the necessary destination support tools to execute a successful experience. Visit www.GO-CAL.org