



ROCK THE ROUTE

ROUTE 66 CHECK-IN CHALLENGE

Whether heading west to east or east to west, be sure to check out these quirky, instagrammable destinations of Arizona's Route 66.



Get your
Route 66
Check-in
Challenge
Passport

See back
for details



GET YOUR PICS ON ROUTE 66!

At nearly 100 years old Route 66 — the Main Street of America — evokes memories of roadside attractions, rock on the radio and road trips with the family where the journey was as much fun as the destination. In Arizona remains the longest stretch of the original Route 66 in the U.S., where you'll find a wigwam-shaped motel, a petrified forest, kitschy shops, a street corner dedicated to an Eagles song, and so much more. Now, it's your turn to visit these and other unique landmarks with the Route 66 Check-in Challenge Passport and interactive map.

HOW THIS PASS WORKS



STEP 1

Get Your Pass

This mobile exclusive passport is a curated collection of landmarks and attractions along Arizona's famous Route 66.



STEP 2

Receive Text

Your passport will be instantly delivered to your phone via text and email and is ready to use immediately! There is no app to download. Your pass can be saved to your phone's home screen for easy one-tap access.



STEP 3

Redeem

When visiting a participating location, simply check in and record your visit to count towards your prize! You will need your phone geo location services turned on in order to check-in.

Share using #RockTheRouteAZ



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ARIZONA