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Independent We Stand Takes Iconic Route 66 through America's Main Streets

Great American Road Trip promotes importance of supporting small businesses

VIRGINIA BEACH, Va. – Nothing is quintessentially more American than a road trip along Route 66, also known as America's Main Street! On March 14, [Independent We Stand](#) hits the storied highway in a [Ram Commercial](#)-provided ProMaster City van, for "The Great American Route 66 Road Trip" as part of an online contest co-presented by [STIHL Inc.](#) and [FCA US BusinessLink](#). The contest promotes awareness for "[America's Main Streets](#)." The team will visit five cities in five states in five days, engaging with locals in the unique culture and vibe of their "Main Street." Here's a list of a few of our stops:

- **March 14, Oklahoma City, Okla.:** [Stockyards City Main Street](#), [Central Power Equipment](#), [Richard's Car Care Tire Pros](#)
- **March 15, Amarillo, Texas:** [LangTire and Auto](#), [Proffitt's Lawn and Leisure](#)
- **March 16, Albuquerque, N.M.:** [Nob Hill Main Street](#), [Melloy Dodge](#), [BTU Do it Center](#)
- **March 17, Flagstaff/Sedona, Ariz.:** [AZ Power and Lawn](#), [Sedona Main Street](#), [Sedona Paint Center](#)
- **March 18, Santa Monica/Los Angeles, Calif.:** [Anawalt Lumber](#), [P.O. Bahn & Sons](#), [Route 66 Tire Pros](#)

"This trip is an opportunity for Independent We Stand to highlight small business owners and local Main Street organizations across the country and showcase the necessity to preserve these Main Streets for future generations," said Bill Brunelle, co-founder of Independent We Stand. "In addition, the team hopes to generate interest and garner support for the "buy local" movement."

From March 1 through April 24, consumers and small business owners are invited to go online to [MainStreetContest.com](#) to nominate and vote for their Main Street. Participants are encouraged to rally support for their nominee through social media outlets. Twenty-five Main Streets will be selected for semifinalist voting from May 2-29, and the winner will be announced June 3. The contest culminates with a "Main Streets Make Us Better" press conference on the Fourth of July where "America's Main Streets" winner announces its plans for the \$25,000 grand prize.

Follow the Independent We Stand team on [Facebook](#) and [Twitter](#) with the hashtag #GreatAmericanRt66, as they embark on this whirlwind adventure. To arrange

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interviews with participating businesses or the Independent We Stand team, contact Vanessa Coria at vanessa@themeridiangroup.com or call 757-340-7425.

Independent We Stand has made it easier than ever for consumers who are committed to buying locally to find small businesses to support. Shoppers can go to IndependentWeStand.org or use the Independent We Stand Buy Local app to find independently-owned businesses on-the-go. The app is available for [Android](#) or [iPhone](#) devices.

Supporting Sponsors:

- [Main Street America™](#)
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- [North American Retail Hardware Association](#)
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- [Tire Pros](#)

About Independent We Stand

Independent We Stand is a movement of independent business owners across the country dedicated to informing their communities about the importance of “Buying Local” and how these efforts bolster their local economy. This movement supports all local and national causes committed to boosting local economic development projects. The Independent We Stand movement is co-sponsored by STIHL Inc. and FCA US LLC. www.IndependentWeStand.org

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