



ILLINOIS. MILE AFTER MAGNIFICENT MILE.

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**ILLINOIS BUREAU OF TOURISM KICKS OFF
THE THIRD ANNUAL FALL-O-WEEN™ CELEBRATION**
*Fantastic Fall-O-Ween Road Trips Web site introduced to drive travel
throughout the state this fall*

CHICAGO – Today the Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism (IDCEO/IBOT), launched the third annual **Fall-O-Ween™** celebration, a fall travel campaign that runs now through Nov. 30. This year, Fall-O-Ween encourages fall travel in Illinois through a new microsite on enjoyillinois.com, which showcases six of Illinois' **Fantastic Fall-O-Ween Road Trips** and related special events, distinctive attractions, bookable travel packages and more.

"Fall is one of Illinois' most vibrant seasons and offers travelers exciting festivals coupled with some of the most beautiful scenery anywhere," said Jan Kostner, deputy director of IBOT. "This year, we've created the Fantastic Fall-O-Ween Road Trips Web site to showcase the state's spectacular scenic drives, attractions and events, making it easy for travelers to plan the perfect fall getaway to Illinois."

Visitors to the Bureau's Web site can choose from these six scenic drives, all of which are featured on an interactive map:

- **Illinois River Road:** Framing the natural beauty of the Illinois River in Western and Northern Illinois, this stretch of road offers magnificent wildlife and numerous archaeological attractions.
- **Lincoln Highway:** American's first paved transcontinental highway, this route features charming destinations and beautiful prairie scenery throughout the northern portion of the state.
- **Route 66:** Known as the "Mother Road," Route 66 highlights 400 miles of roadside Americana at its finest, from Chicago to Southwest Illinois.
- **Great River Road:** Stretching 550 miles along the western border of Illinois and the shores of the Mississippi River, the Great River Road showcases beautiful bluffs and breathtaking landscapes.
- **I-57:** Spanning the state, Illinois' longest interstate, I-57, offers some of the most distinctive destinations and festive fall events in the Midwest.
- **Ohio River Scenic Byway:** This route travels along Illinois' southern tip offering natural wonders, including the confluence of the magnificent Ohio and Mississippi rivers and Garden of the Gods' incredible rock formations.

Each road trip provides detailed descriptions of the route and related photos, attractions and seasonal festivals. The site also offers weekly fall color updates allowing travelers

to monitor the changing colors around the state, a complete fall events listing, downloadable driving directions and bookable 3-Day Getaway itineraries to help travelers plan their trip.

Additionally, travelers are encouraged to share photos and descriptions of their favorite stops along the drives and learn about the experiences of other travelers by using the Illinois Road Trip Journal. This consumer-generated content provides travelers with even more valuable insight about both well- and lesser-known attractions and events throughout Illinois. Travelers who submit to the Illinois Road Trip Journal, can also enter to win a free NAVIGON 7100 GPS device to make taking road trips in Illinois easier than ever.

To get travelers started on their journeys to discover Illinois' Fantastic Fall-O-Ween Road Trips, the Illinois Bureau of Tourism offers information on related one-of-a-kind attractions, events, accommodations and bookable 3-Day Getaways through the Bureau's Web site, **www.enjoyillinois.com** or its travel counselors at **1-800-2CONNECT**. Travelers can also order the all-new Illinois Travel Guide, the most comprehensive guide to travel in the Land of Lincoln. Guides are available at Tourist Information Centers, local convention and visitors bureaus, and regional tourism development offices statewide.

EDITOR'S NOTE: Media materials and downloadable images are now available on the Illinois Bureau of Tourism online media center at **www.illinoismediacenter.com**. Additional photography, available electronically, may be obtained by contacting Emma Douglas at emma.douglas@edelman.com, 312-240-2730 or Stephanie Aenchbacher at stephanie.aenchbacher@edelman.com, 312-240-2688.

The Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.

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