



Scenic Byway Captured by Illinois Artist

A regional artist will be traveling the Illinois River Road National Scenic Byway and the six other Illinois National Scenic Byways to capture the scenic beauty for a keepsake book. David Alan Badger, of Havana, will be working with businesses and sites along Byways to compile architectural drawings and recipes creating "Taste of the Region" books.

When completed, there will be seven books in all featuring drawings, recipes, and information about Illinois' Scenic Byways. These include; Illinois Lincoln Highway, Illinois River Road, Great River Road, Historic Route 66, Meeting of the Great Rivers (already completed), Historic National Road, and Ohio Scenic Byway. This keepsake will be sold to travelers along the route and is a great opportunity for businesses and sites throughout the byway corridor to promote their business and the "byway experience" to visitors. Each business spotlighted will be asked to purchase 24 copies of the book (sold at wholesale for resale) and will receive the original pen and ink drawing (copyright free) of their business. Each project takes approximately 3-4 months to complete and Mr. Badger will be launching the Illinois River Road's project the end of March.

Anaise Berry with the Illinois River Road National Scenic Byway says, "This is a great opportunity for businesses and sites throughout the Byway corridor to promote their enterprise to visitors as part of the byway experience. The Scenic Byway is more than just the roadway – it is the communities, businesses, nature sites and experiences that make it special to the visitor."

The Illinois River Road National Scenic Byway is a 291-mile stretch of roadway that follows both sides of the Illinois River from Ottawa to Havana. Additional gateway communities include Princeton, Peoria, East Peoria, Pekin and Canton. The Illinois River Road National Scenic Byway is a program of the EDC for Central Illinois whose mission is to help sustain local communities' economies and quality of life through development and promotion of the region's unique intrinsic qualities. Businesses interested in participating in the "Taste of the Region" project may contact Anaise Berry, Byway Director, at (309) 495-5909 or aberry@edc.h-p.org. For more information on the Byway be sure to visit www.illinoisriverroad.org.

*For more information or interviews please contact Renee Charles at 309-495-5905 or rcharles@h-p.org or
Byway Director Anaise Berry at 495-5909 or aberry@edc.h-p.org*

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