

EDD

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DEPARTMENT

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Route 66 Centennial Passport spotlights MainStreet businesses

Collect stickers in ten districts along the Mother Road

SANTA FE — Ten New Mexico MainStreet districts along the iconic Route 66 highway invite travelers to visit local businesses and collect stickers as part of the Route 66 Centennial Passport program.

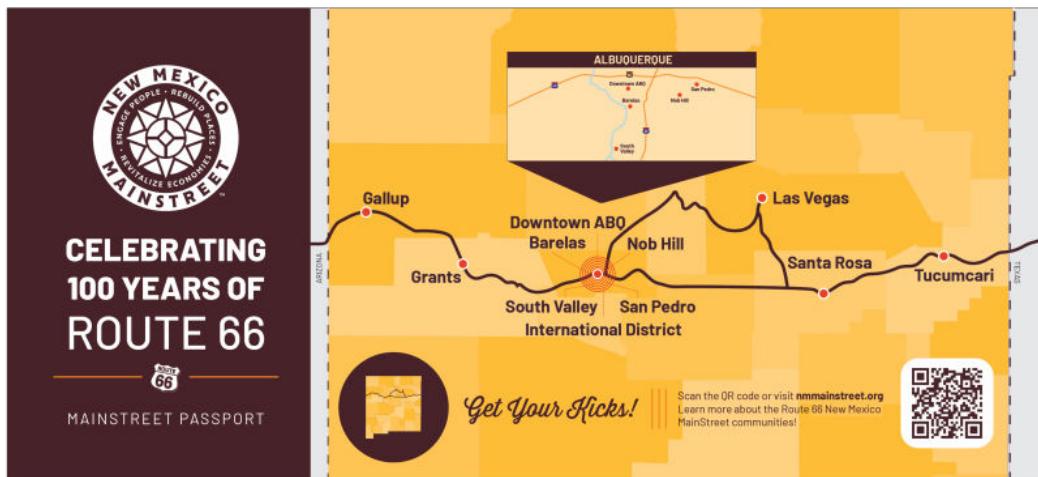
Throughout 2026, visitors can collect all ten stickers in their passport rack card from Gallup to Tucumcari as a memorable keepsake during the historic Centennial celebration.

“New Mexico’s iconic stretch of Route 66 is home to many welcoming small businesses,” said Cabinet Secretary **Rob Black** of the New Mexico Economic Development Department. “We invite all travelers, international and local alike, to explore our Main Streets and help us celebrate this historic occasion.”

New Mexico MainStreet districts are eager to showcase their local history, cultural landmarks, and small businesses during the Centennial to welcome visitors and grow community pride.

“The Route 66 Centennial is a great opportunity to highlight our amazing MainStreet districts,” said **Daniel J. Gutierrez**, New Mexico MainStreet director. “The Passport program aims to help you discover new and classic small businesses in our communities during the Centennial and beyond.”

Learn more about the districts and participating passport businesses at nmmainstreet.org/route66.



MainStreet Passport map

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New Mexico MainStreet is a program of the New Mexico Economic Development Department that develops local capacity to engage people, rebuild places, and grow the entrepreneurial, creative, and business environment. NM MainStreet supports economically thriving downtowns, greater business opportunities, and a higher quality of life. Founded in 1984, NM MainStreet currently serves 32 MainStreet and 13 Arts & Cultural Districts. Learn more at nmmainstreet.org.



EDD's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive. EDD's programs contribute directly to this mission by funding workforce training and infrastructure that supports business growth, helping every community create a thriving economy.

New Mexico Economic Development Department
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