



Genoa Main Street, Inc.
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For Immediate Release
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Media Advisory:

Illinois Lincoln Highway Mural Installation Is Monday Morning in Genoa

WHAT: A unique 160-square-foot-mural will be installed. It is composed of a series of hand-painted panels highlighting Genoa's role in the "Good Roads Movement" predecessor to the development of the coast-to-coast Lincoln Highway. The mural is among the first of 40 interpretive murals to be installed along the Illinois Lincoln Highway National Scenic Byway and its corridor in northern Illinois.

WHO: Created by vendor Jay Allen of ShawCraft Signs working with the Illinois Lincoln Highway Coalition and Genoa Main Street, Inc., with funding from a National Scenic Byway Grant from the Federal Highway Administration (FHWA) and an additional funding from the Illinois Department of Commerce and Economic Opportunity, Tourism Attraction Development Grant Program (TAP).

WHERE: On the highly visible west exterior wall of the Genoa Public Library at 232 West Main Street in downtown Genoa. More than 10,000 vehicles pass the location daily.

WHEN: Installation of the mural is scheduled to begin at 8:30 a.m., Monday, March 8. Installation should be completed by 9:30 a.m. Formal dedication will be held at a later date as part of Genoa's 175th Anniversary Celebration.

The Illinois Lincoln Highway Coalition (ILHC) is the designated management agency overseeing the 179-mile-long Byway. This mural is one of the many ways it seeks to recognize the significance of the Lincoln Highway and make its stories come alive.

Genoa Main Street, Inc. is a volunteer-based non-profit organization dedicated to promoting and preserving downtown Genoa. It is also an Illinois Main Street community.