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New Website & Crowd Funding Campaign launched for The Mill
Incoming Lincoln, Illinois Mayor Seth Goodman Makes the First Online Donation

More good news for The Mill in Lincoln. A new online crowd funding campaign has been launched by the Route 66 Heritage Foundation of Logan County, the 501c3 non-profit tax-deductible organization that owns The Mill. The campaign has been launched on CrowdRise, which was purchased in January, 2017 by GoFundMe. CrowdRise specializes in fundraising for charitable organizations.

The campaign for The Mill is located at www.crowdrise.com/the-mill-museum-on-route-66-to-the-finish-line.

“I want to thank incoming Lincoln Mayor Seth Goodman for getting the campaign going with a \$250 donation. I can speak for all of us at the Route 66 Heritage Foundation of Logan County in offering our sincere thanks to Seth for his generosity,” said Geoff Ladd, secretary and past president of the foundation.

The campaign is designed to raise funds for some outside work on the building. It is an ongoing crowd funding site that doesn’t expire. “We like that aspect of CrowdRise,” said Ladd. “There are annual operating expenses for any endeavor such as this, and CrowdRise contributions will help with that as we move along. We estimate about \$4000 a year in expenses, primarily insurance and utilities. But there is another aspect to this – it is a global opportunity for Route 66 fans to make a contribution to this iconic landmark.”

Contributors to the crowd funding campaign also will, with their permission, have their name or business placed on the donor wall at the new Mill on 66 museum, which opens on Saturday,

April 29th. Since 2006, over \$90,000 has been raised to save the famous roadhouse-style restaurant and bar that opened in 1929 on the original section of Route 66 through Lincoln, Illinois. Fundraising plans also include sales from a gift shop at The Mill, featuring unique local items and Route 66 souvenirs. Board member Marla Blair is heading up this aspect of the new museum, and she will also be the volunteer coordinator.

The new online campaign coincides with a newly re-designed website for The Mill, which is located at www.savethemill.org as well as www.mill66.com.

“The website re-design was done in-house and at no cost to the foundation,” said Ladd. “We will be adding more content about the new museum as we get closer to opening day.” The new website and CrowdRise site also feature a new video about The Mill, also done in-house at no cost, both created by Geoff Ladd.

The video is located at www.youtube.com/watch?v=gDTU5VqgF6c.

"Route 66 enthusiasts from around the world are passionate about preserving iconic attractions and stops along the Mother Road," said Bill Kelly, Executive Director of the Illinois Route 66 Scenic Byway. "Crowd Funding projects like the CrowdRise Campaign for the Mill in Lincoln give everyone the opportunity to help ensure that these landmarks will be enjoyed for years to come."

In other news, the City of Lincoln is in the process of finalizing a proclamation designating April 29th as Route 66 Day in Lincoln. The day includes a parade that follows two early versions of Route 66 in the historic downtown district in Lincoln, and continues along old Route 4, which was the precursor to Route 66, until it ends up at The Mill for the ribbon cutting and grand opening event. The event coincides with the annual Bike Blessing in Lincoln, a free event for motorcycle owners.

More info at Mill66.com.