

March 7, 2006 National Road gets funding

For Immediate Release

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Johnstown, PA- U.S. Rep. John Murtha today announced that the U.S. Department of Transportation has released \$22,500 in funding to implement a marketing campaign for the Pennsylvania Historic National Road (PAHNR).

"The National Road is incredibly rich in historical and cultural resources that make it a significant draw for tourists," said Murtha. "The marketing campaign will encourage more people to visit and enjoy these resources - and spend money in our area while they're here.

Specifically, the project will provide funds to identify the Historic National Road as a cultural destination and an important piece of American history, Murtha said. The initiative will include guided bus tours and custom itineraries for the independent traveler coordinated through a business venture between the PAHNR and the local Chamber of Commerce.

"The National Road Heritage is appreciative of the continued support from Congressman Murtha as we work toward creating sustainable tourism along the National Road corridor," said Donna Holdorf, Executive Director of the National Road State Heritage Park.

This project will provide new opportunities to experience and explore the historic and cultural sites along the byway. The new collateral pieces will identify destinations, opportunities, and the history and heritage of the Historic National Road not only in Pennsylvania but across the entire six-state corridor.