



NEWS RELEASE

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For Immediate Release:

OK State Fair to Celebrate 100 Years of Route 66 Route 66 Attractions, Businesses, Communities Invited to Participate

Oklahoma City, OK – The Oklahoma State Fair will celebrate 100 years of Route 66 with special programming during the September event. Attractions, businesses, and community members are invited to participate in the Route 66 Salute event on Saturday, September 19 at the 2026 Oklahoma State Fair.

Community organizations, businesses, exhibitors, and attractions based along or near Route 66 are invited to participate in the special event to market themselves and vend, if applicable. Vendors who offer Route 66 related merchandise are also welcome to apply. Participation in this special event is free, and Fair admission will be provided. Vendor and exhibitor space is limited, interested parties can [apply online](#) or contact Gina Burchfiel, Oklahoma State Fair executive vice president, directly at gburchfiel@okstatefair.com.

In addition to exhibit and vendor booths, fairgoers can enjoy free entertainment and family activities during the Route 66 Salute including a special parade through the Fair led by Grand Marshals, Oklahoma Lieutenant Governor Matt Pinnell and Congressional Route 66 Centennial Commissioner and best-selling author Michael Wallis. Community organizations can also apply to participate in the parade.

“The Oklahoma State Fair has long been a place where families come together to celebrate the very best of our state, making it the perfect setting to honor 100 years of Route 66,” said Lt. Governor Matt Pinnell. “From our iconic attractions to our hometown businesses, this celebration will showcase the people and communities that continue to make Oklahoma the heart of the Mother Road.”

In addition to the one-day Route 66 Salute event, fairgoers can enjoy Route 66 themed exhibitions, activities, and contests taking place throughout the 11-day run of the Fair. Attractions include Google Arts & Culture’s virtual road trip, a “drive-in” movie theater, and more.

Special event announcements and general updates for the 2026 Oklahoma State Fair will be released as information becomes available. To stay up to date on all the Fair fun, visit okstatefair.com, like us on [Facebook](#), and follow us on [X](#) and [Instagram](#).

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