

JEFFERSON HIGHWAY TODAY



▶ “ The re-awakening of an International Tourist Treasure! ”



Bill Shelton's Mural / Photo: Carol Bohl

- **NEW MAPS:** The first comprehensive maps of the Pine to Palm Highway since 1926 are now available for free at www.jeffersonhighway.com.
- **HISTORY ON DISPLAY:** Museums and businesses all along the route are finding and displaying Pine to Palm Highway artifacts.
- **SOCIABILITY EVENTS:** A one day car drive, a motorcycle ride, a golf tournament and a two week trip on the “Jeff” all took place in 2009. More events in 2010 are being planned.
- **MURALS:** Talented artists are re-creating the motoring history of the Jefferson Highway by painting murals on barns and buildings for motorists to enjoy.
- **TECHNOLOGY:** You can be part of the Pine to Palm experience by becoming a Fan of the Jefferson Highway on our Facebook page and check out the website www.jeffersonhighway.com.



CHEKOTAH MONUMENT / Photo: Michele Hansford



NEAR NEW ORLEANS / Photo: Mike Conlin



THE JEFF IN MISSOURI / Photo: Carol Bohl

- **SURPRISE:** Most people and businesses along the Jefferson Highway don't even know that they are on a Historic Highway. Tell them and make them happy!
- **PLAN AN END TO END TRIP ON THE PINE TO PALM HIGHWAY:** Travel from one end to the other at least once in your lifetime. Put the Jefferson Highway trip on your 'bucket list'.

It's an old Highway but modern technology is making it famous!
www.jeffersonhighway.com