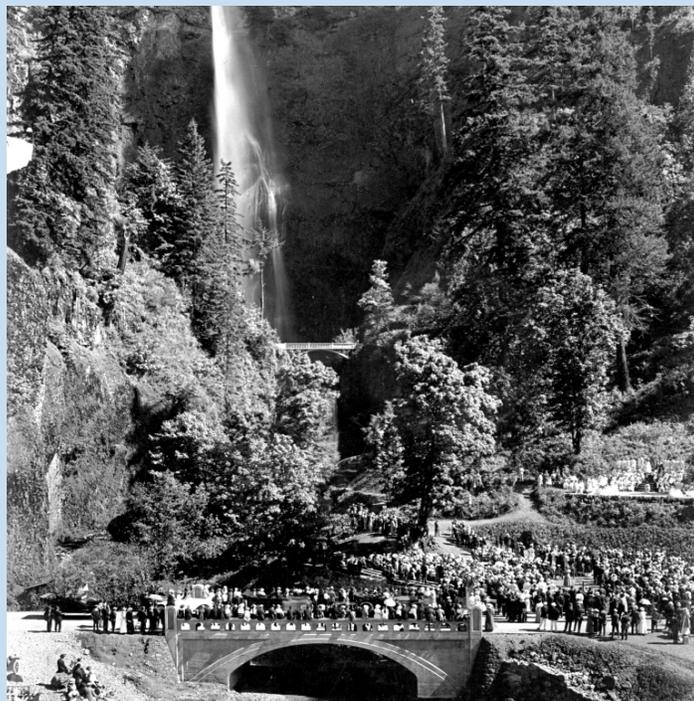


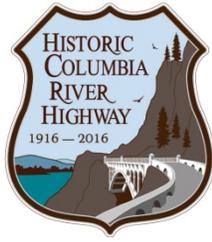
---

# Historic Columbia River Highway Centennial Celebration Press Kit

---



[www.historichighway.org](http://www.historichighway.org)



## PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT:

Amy Hunter  
[amy@weinsteinpr.com](mailto:amy@weinsteinpr.com)  
(503) 927-5872

Kristen Stallman  
[Kristen.STALLMAN@odot.state.or.us](mailto:Kristen.STALLMAN@odot.state.or.us)  
(503) 731-4957

### America's First Scenic Highway to Celebrate 100 Years

*- 2016 Will Mark the Centennial Anniversary of the Historic Columbia River Highway & State Trail (Historic Highway 30) -*

**Troutdale to The Dalles, OR (September 9, 2015)** – The Historic Columbia River Highway (Historic Route 30) will turn 100 in 2016. A Centennial Celebration of the highway will invite visitors from around the world to honor one of the most significant, scenic and historic roads ever built in the United States.

The Columbia River Highway, hailed "America's great highway," was officially dedicated on June 7, 1916 with a dazzling affair that drew the attention of the nation and the world. On that memorable occasion, thousands headed east from Portland by special train, or arrived in personal automobiles, to be part of the festivities. Centennial Celebration sponsors will create that excitement once again, with a rededication on June 7, 2016 celebrating the highway's first 100 years.

Constructed between 1913 and 1922, America's first scenic highway served thousands of travelers and took full advantage of the Columbia River Gorge's natural beauty including its waterfalls and amazing vistas, to become known as the "King of Roads." The Historic Columbia River Highway is still known for its attention to design details resulting in an iconic style and innovative construction techniques such as rock walls, bridges and notable structures such as Vista House and Multnomah Falls Lodge.

By the early 1950s, the construction of a faster, straighter, water-level





route through the Gorge (which would become Interstate 84) obliterated many sections of the Highway, leaving what remained abandoned and disconnected. The Columbia River Gorge National Scenic Area Act of 1986 directed the State of Oregon to connect these abandoned highway sections as a pedestrian and bike trail. This new rendition of America's First Scenic Highway would be known as the Historic Columbia River Highway State Trail.

### **2016 Centennial Celebration**

Throughout 2016, the country and the world have the opportunity to become reacquainted with America's First Scenic Highway and the Historic Columbia River Highway & State Trail. Visitors are invited to drive, hike and bike the Highway and State Trail, view magnificent waterfalls and vistas, visit communities along the way, and participate in local events.

### **Reconnecting the Highway and State Trail in the 21st Century**

Today, 63 miles of the 73 miles of the Historic Columbia River Highway are now open to travel by motor vehicle (Historic Columbia River Highway/Historic Route 30) or by foot or bike (Historic Highway & State Trail). Ten miles of abandoned highway await reconnection as a State Trail through the Gorge between Cascade Locks and Hood River.



Funding has been secured to construct five of the remaining 10 miles and starts this fall on a two-mile section of trail between Lindsey Creek and Starvation Creek. In 2016, another three-mile section of trail construction will begin between Wyeth and Lindsey Creek and will be complete in 2018. With the construction of these five miles, cyclists and hikers will soon be able to access the Historic Highway & State Trail between Wyeth (Exit 51) and Viento State Park (Exit 56).

While great progress has been made in reconnecting the Historic Columbia River Highway & State Trail over the past 30 years, it has always been a difficult place to build roads and trails. The most challenging and costly obstacles remain: Mitchell Point and Ruthton Point. In the coming years, the project team will continue to seek federal, state, local and private funds to make the reconnection of the Historic Columbia River Highway & State Trail a reality.



## Opening the Newest State Trail Segment & Finishing the Last Five Miles

After the September 2016 opening of the section between Lindsey Creek and Starvation Creek near Hood River, Ore., accessible only to cyclists and walkers, five miles will remain in need of funding for completion.

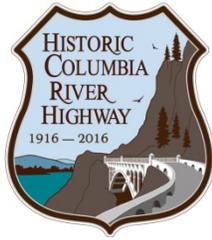
There will be a major push statewide to secure \$32-\$35 million in federal funding needed to complete the State Trail. Once the entire 73-miles are reconnected, cyclists will be able to ride from Portland to The Dalles without venturing onto I-84, making it a much safer and widely accessible route.

The Columbia Gorge has long drawn visitors and residents alike to witness its scenic splendor," said Travel Oregon CEO Todd Davidson. " The reconnection of this vital and historic infrastructure will entice travelers to visit and Gorge, giving local communities the chance to tap into the economic engine of travel and tourism, which brings \$10.3 billion into the state, with bicycle tourism generating more than \$1 million a day."

The completion of this long-distance trail will present a great opportunity to expand cycling tourism in the Gorge, making it a destination for cyclers far and wide, which will funnel into the Gorge communities along the way. When the highway was destroyed in the 1950s, the small communities in the Gorge suffered economically due to the lack of transportation access. The areas of the State Trail that have been completed are already bringing renewed life to communities from Cascade Locks to Mosier.



As part of the push to reconnect the communities along the highway, several new Gorge Hubs are being opened along the State Trail in Wood Village, Troutdale, Cascade Locks, Hood River, Mosier, and The Dalles, Oregon. The Hubs are multi-use rest stops that will serve as a welcome center for hikers, bicyclers, and community members. The Hubs provide a variety of amenities from bicycle repair stations to information kiosks with maps and community calendars. The Hubs aim to bridge the gap between the Historic Highway & State Trail and each town's main streets, encouraging visitors to explore these communities.



"The reconnection of the Historic Highway is already reconnecting the Historic Highway communities as we partner to create a world-class trail system of Hubs that are designed to serve our visitors and our residents, and especially those of us who are exploring the Historic Highway on foot and by bike," said Mosier City Manager Kathy Fitzpatrick. "This recreational opportunity will bring together energy to our downtown centers and will help to promote active, healthy lifestyles within our communities,"

### **Reconnecting and Celebrating Communities along Historic Highway 30**

In addition to the rededication of the Historic Highway and opening of the new section of the State Trail, the surrounding communities on both sides of the Columbia River will be a part of the Centennial Celebration with events, festivals, and exhibits to enrich and extend the experiences of locals and visitors alike. For one, the historic river town of Cascade Locks will host a special exhibit at the Cascade Locks Historical Museum dedicated to the Centennial, as well as a vintage auto parade along the Historic Highway leading from Cascade Locks to the State Trail.

"We are very excited to welcome visitors near and far for the Historic Columbia River Highway celebrations," said Sofia Urrutia-Lopez, Cascade Locks Tourism Manager. "We have extended our invitation to motorists throughout the years and are thrilled to further our welcome to cyclists. We have recently added bike racks throughout Cascade Locks as well as planning one of the six Gorge Hubs offering plenty of amenities for those on bike, foot and by way of automobile."



Additionally, cultural sites in the Gorge such as Historic Highway visionary Samuel Hill's [Maryhill Museum of Art](#), and the [Troutdale Historical Society](#) will feature special exhibits in 2016 related to the construction and heritage of the Historic Columbia River Highway & State Trail.



### **About the Historic Columbia River Highway Centennial Celebration**

The planning of the 2016 Centennial Celebration is already in motion. The Historic Columbia River Highway 2016 Celebration Committee, made up of citizens and organizations from throughout the Gorge are working together to ensure that the celebration properly honors this national historic landmark. For more information on the Highway and the 100th anniversary celebration, visit: [www.historichighway.org](http://www.historichighway.org). "Follow" the Historic Highway on Twitter and Instagram: [@route30](https://twitter.com/route30). "Like" the Historic Highway on Facebook: [www.facebook.com/HCRH100](https://www.facebook.com/HCRH100).



**FACT SHEET:**

**Historic Columbia River Highway & State Trail 2016 Centennial Celebration (Historic Route 30)**

*- America's first Scenic Highway and, now, bikeway and State Trail -*

**About the Celebration**

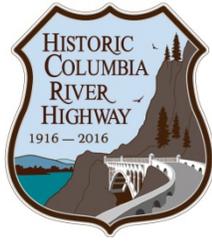
2016 marks the centennial of the Historic Columbia River Highway's dedication. The celebration will be centered around two major events, one in June and one in September.

The June event is the official centennial rededication of the highway, taking place at Multnomah Falls and Vista House. The September event will dedicate the most recently completed section of the Historic State Trail at Starvation Creek.

In addition to these two key events, a number of community-based events in and around the Gorge will promote the year of celebration, and educate visitors.

**Key Anniversary Events**

January 2016	
All year	<p><b>King of Roads exhibit at the Troutdale Historic Society.</b> This <a href="#">exhibit</a> features restored photographs and stories of the people who made the building of the highway possible. Grand opening was July 18, 2015 and the exhibit will be open throughout 2016.</p>
March 2016	
March - November	<p><b>Maryhill Museum of Art.</b> <a href="#">Exhibition</a> of black and white prints showing the construction of the highway as well as images of what the Gorge looked like at the time of construction.</p>
June 2016	
June 7	<p>Rededication ceremony at <a href="#">Multnomah Falls</a>, where the public will gather. Space will be limited; we encourage you to participate in other community</p>



events as a way to celebrate this momentous year.

June 11

**Rose Festival Grand Floral Parade.** [Learn more](#) about this historic parade, which started a few years before the Historic Highway's dedication.

June 18

**10th Annual Gorge Ride.** The route will extend from the Columbia Gorge Discovery Center to the Senator Mark O. Hatfield West Trailhead and return. [Learn more](#) about the ride and how to register.

### July 2016

July 15

**100 year anniversary of the Eagle Creek Recreation Area.** The Eagle Creek Recreation Area boasts the oldest campground within the U.S. Forest Service in the country. Celebrate the history of the site and involved groups as well as recreation in the Gorge over the past 100 years (through oral history and recorded stories). [Learn more about this Scenic Area!](#)

July 23

**Troutdale Summerfest.** This [family-friendly event](#) will be focused on the 100 year celebration of the Historic Highway; will include activities and entertainment for the whole family.

July 23

**Antique Car Tour.** The [Friends of the Historic Columbia River Highway](#) are organizing a parade of antique cars from Troutdale to the Gorge Discovery Center, in celebration of the Historic Highway.

### September 2016

September  
24

**Historic Highway State Trail Dedication at Startvation Creek.** This new segment of the Historic Highway State Trail system is located between Lindsey Creek and Starvation Creek near Hood River and will only be accessible to cyclists and walkers. Elected officials, community leaders, Gorge residents and outdoor enthusiasts will celebrate the opening. [Learn more](#) about the efforts to reconnect abandoned sections of the Historic Highway.



TBD

**Gorgeous Relay.** This [Community Event](#) is including the Centennial Celebration into their existing event, where participants run 60 miles from Cascade Locks to the heart of Portland. Experience the Historic Columbia River Highway as it winds past waterfalls, creeks and forests. With view of the Columbia Gorge, the Columbia and Willamette Rivers, and Historic Vista House at Crown Point. It's the most gorgeous relay you've ever run!

### October 2016

October 2  
and 3

**Historic Highway East Entrance Celebration.** [Expected speaker series](#) at the Columbia Gorge Discovery Center and Maryhill Museum will feature a vintage car event and opening of the Maryhill Loops Road —the first paved road in the Pacific Northwest and Sam Hill's predecessor to the Historic Columbia River Highway.

## About the Historic Columbia River Highway & Trail

The Historic Columbia River Highway is known as America's first scenic highway and a National Historic Landmark.

Running 73 miles through the Columbia River Gorge from Troutdale to The Dalles, the highway was imagined, designed, and engineered by Sam Hill and Samuel Lancaster. Modeled after the great scenic roads of Europe, their goals were to create a road that was drivable by the then popular Model T and to showcase the natural beauty of the Columbia Gorge.

In total, the highway cost approximately \$11 million to build at the time of construction (\$260 million in today's dollars). The construction itself took place between 1913 and 1922 with a dedication of the highway at Multnomah Falls in 1916.

In the 1950s, with the construction of Interstate 84, parts of the Historic Highway were destroyed, and some of the remaining sections were no longer accessible by cars. Since that time, there has been almost constant efforts made to restore the Historic Highway back to its original state.

Today, the Historic Highway & State Trail is no longer simply a highway for cars. The two-lane highway is divided into different segments, some of which are only accessible by foot and bicycle. Only 10 miles of the highway still need to be completed for the



entire 73-mile stretch to be totally reconnected. To reach this goal, \$32-\$35 million in funding still needs to be raised.

The area where the Historic Highway was built has played a number of roles throughout history. It was the hunting and fishing grounds of the area's indigenous peoples, and the Columbia River was the waterway that Lewis and Clark used to make their way through Oregon. While supporting the progress of human settlements, it has remained a mostly wild and untamed scenic area.

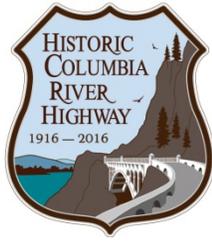
Today, the Columbia River Gorge National Scenic Area is the most populous National Scenic Area in the country, making it a perfect tourist destination for its natural beauty and welcoming communities. With landmarks like Multnomah Falls welcoming 2.5 million people per year, Vista House bringing in around 1 million, and Sam Hill's Maryhill Museum to the east, the Gorge has no shortage of visitors.

#### **Oregon communities along the Historic Columbia River Highway & Trail:**

Troutdale	Bridal Veil	Hood River
Corbett	Dodson	Mosier
Springdale	Warrendale	Rowena
Latourell	Cascade Locks	The Dalles

#### **Points of interest along the Historic Columbia River Highway & Trail by segment**

- Troutdale to Bridal Veil (motorized vehicles, experienced cyclists)
  - Lewis & Clark State Recreation Site
  - Glenn Otto Community Park
  - Dabney State Recreation Area
  - Troutdale Historical Society
  - Springdale
  - Corbett
  - Portland Women's Forum
  - Vista House at Crown Point
  - Guy W. Talbot State Park
  - Latourell Falls
  - Shepperd's Dell
  - Bridal Veil Falls State Park
- Bridal Veil to Warrendale (motorized vehicles, experienced cyclists)
  - Wahkeena Falls
  - Multnomah Falls & Lodge
  - Oneonta Gorge



- Horsetail Falls
- Ainsworth State Park
- Warrendale to Cascade Locks (cyclists and walkers only; no motorized vehicles)
  - John B. Yeon State Park
  - Elowah Falls
  - Toothrock Trailhead
  - Wahclella Falls Trailhead
  - Bonneville Dam
  - Eagle Creek Recreation Area
  - Rockel Creek Falls
  - Bridge of the Gods
- Cascade Locks to Starvation Creek Trail Head (cyclists and walkers only; no motorized vehicles)
  - Cemetery Trailhead
  - International Mountain Bike Trail
  - Herman Creek Campground
  - Cabin Creek Falls
  - Wyeth Campground
  - Wyeth to Lindsey Creek section in development
  - Hole-in-the-Wall Falls
  - Warren Creek Bridge
  - Lindsey Creek to Starvation Creek in development
  - Summit Creek Viaduct
- Starvation Creek Trailhead to Hood River (cyclists and walkers only; no motorized vehicles)
  - Viento State Park
  - Mitchell Point Overlook
  - Columbia Gorge Hotel
  - Starvation Creek to Viento State Park in development
- Hood River to Moiser
  - Senator Mark O. Hatfield West Trailhead (begins non-motorized vehicle section; cyclists and walkers only)
  - Mosier Twin Tunnels (cyclists and walkers only)
  - Mark O. Hatfield East Trailhead (ends no motorized vehicle section)
- Moiser to Rowena (motorized vehicles, experienced cyclists)



- Tom McCall Preserve
- Rowena Crest Viewpoint
- Mayer State Park
- Memaloose Overlook
- Rowena Loops
- Rowena to The Dalles (motorized vehicles, experienced cyclists)
  - Columbia Gorge Discovery Center
  - Wasco County Historical Museum
  - Sorosis Park
  - The Dalles Dam
  - Ft. Dalles Museum

### Points of Interest on the Washington side of the Columbia River Gorge

- Drive out Historic Highway 30 from Portland, then loop back west on Washington State Route 14:
  - The Dalles to Goldendale, WA to North Bonneville, WA
  - Washington State Route 14 - Lewis and Clark Trail Scenic Byway
  - Maryhill Museum of Art - Great Roads advocate Sam Hill's castle at the east end of the Gorge
  - Columbia Gorge Interpretive Center
  - Beacon Rock State Park
  - Skamania Lodge

### References

[Oregon Department of Transportation](#)  
[Oregon State Parks Department](#)  
[Friends of the Historic Columbia River Highway](#)  
[Friends of Vista House](#)  
[Troutdale Historical Society](#)  
[Travel Oregon](#)  
[Historiccolumbiariverhighway.com](#)  
[Friends of Multnomah Falls](#)  
[Oregon Historical Society](#)

### Centennial Spokespeople

Kristen Stallman, Oregon Department of Transportation  
 (503)731-4957, [Kristen.Stallman@odot.state.or.us](mailto:Kristen.Stallman@odot.state.or.us)



Jeanette Kloos, Friends of the Historic Columbia River Highway  
(503) 227-5638, [FHCRH@comcast.net](mailto:FHCRH@comcast.net)

Ken Manske, Friends of Vista House  
(503) 695-2230, [friends@vistahouse.com](mailto:friends@vistahouse.com)

Bill Failing, Centennial Planning Organizing Committee Chair  
[wlfailing@gmail.com](mailto:wlfailing@gmail.com)

Len Otto, Troutdale Historical Society  
(503) 661-2164, [KingOfRoads@TroutdaleHistory.org](mailto:KingOfRoads@TroutdaleHistory.org)

Mike Glover, CEO, Hood River County Chamber of Commerce  
(541) 386-2000, x225, [director@hoodriver.org](mailto:director@hoodriver.org)

Claude Cruz, President, West Columbia Gorge Chamber of Commerce  
(503) 669-7473, [wcccpres13@gmail.com](mailto:wcccpres13@gmail.com)

Lisa Farquharson, President & CEO, The Dalles Chamber of Commerce  
(541) 296-2231, [lisa@thedalleschamber.com](mailto:lisa@thedalleschamber.com)

Kathy Fitzpatrick, City Manager of Moiser  
(541) 478-3505, [mosiercityoffice@mosierwinet.com](mailto:mosiercityoffice@mosierwinet.com)

Sofia Urrutia-Lopez, Tourism Committee of Cascade Locks  
541 374-8484 x111, [tourism@cascade-locks.or.us](mailto:tourism@cascade-locks.or.us)

Kevin Gorman, Friends of the Columbia Gorge  
(971) 634-2029, [Kevin@gorgefriends.org](mailto:Kevin@gorgefriends.org)

Colleen Schafroth, Executive Director, Maryhill Museum of Art  
(509) 773-3733, [colleen@maryhillmuseum.org](mailto:colleen@maryhillmuseum.org)

Carolyn Purcell, Executive Director, Columbia Gorge Discovery Center & Museum  
(541) 296-8600, [cpurcell@gorgediscovery.org](mailto:cpurcell@gorgediscovery.org)