



**OFFICE OF THE MAYOR  
CITY OF SPRINGFIELD, ILLINOIS**

**James O. Langfelder  
Mayor**

Springfield, Illinois - The City of Springfield's Convention and Visitors Bureau announced today the city is the new owner of the iconic Route 66 Sonrise Doughnut sign. In partnership with Ace Sign Company who assisted the city in navigating the bidding process, the Convention & Visitors Bureau purchased the complete sign to retain its historic value for \$22,000.

"As residents we drive this historic stretch daily; however, from a tourist stand point, we welcome hundreds of thousands of national and international visitors a year who want to experience a piece of American history," said Scott Dahl, Director of the Springfield Convention & Visitors Bureau. "Keeping this sign here ensures our visitors will continue to experience Springfield's story as it relates to Route 66."

Route 66 will commemorate its 100th anniversary in 2026 and efforts are currently underway at the local, state and federal levels including assessing ways to improve and enhance this historic corridor in Springfield.

"Travelers on Route 66 are looking to have their own personal experiences on the most famous road in the world," said Bill Kelly, Executive Director of the Illinois Route 66 Scenic Byway. "I am delighted that this unique neon landmark will continue to be a part of the Route 66 legacy that visitors to Springfield can enjoy."

Ace Sign Company has agreed to restore one side of the sign at no cost while an online fundraising effort is currently underway to assist in the cost to restore the other side. "Dennis Bringuet and the team at Ace has been instrumental in helping usher this process along," continued Dahl.

Mayor Jim Langfelder commented, "It is imperative we preserve our history and keep this iconic piece of Route 66 in Springfield. We appreciate our partners in the community who work tirelessly to keep Route 66 alive including Cozy Dog, Fulgenzi's, and the new Motor Heads. The Sonrise Doughnut sign is more than a sign. It continues to tell this story for generations to come and experience."

Funds to acquire the Sonrise sign will come from hotel-motel tax dollars. Those interested in contributing to the restoration of the sign may contact Ace Sign Company at 217.522.8417 or visit their Facebook page [www.facebook.com/AceSignCo/](http://www.facebook.com/AceSignCo/).

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