

Press Release

Route 66 100 Years | Historic Road Trip of the Mother Road

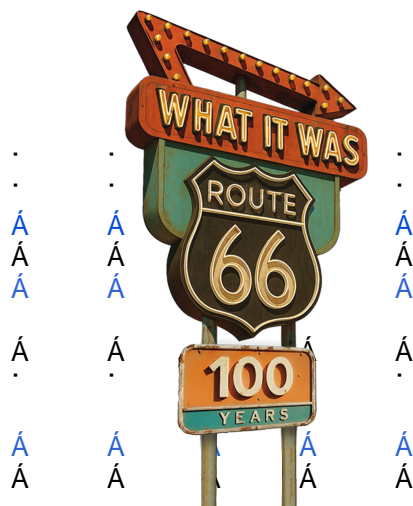
FOR IMMEDIATE RELEASE

A new documentary on YouTube is bringing the spirit of America's Mother Road back to life in a way audiences have never seen before. Traveling the full historic route of Route 66, filmmaker Rich Sumner captured present-day locations and seamlessly transformed vintage postcards from the same destinations into living, animated moments from the past using current AI tools.

Blending modern road-trip cinematography with restored archival artwork, the film creates a stunning time-travel experience, allowing viewers to witness historic diners, neon signs, motels, and forgotten roadside landmarks reawaken before their eyes.

The documentary offers a fresh and emotional journey through America's most iconic highway, merging nostalgia, technology, and storytelling to preserve the disappearing history of Route 66 for a new generation.

Now streaming on YouTube.



Contact:

Surfware Media, LLC

Documentary Website:

<https://what-it-was.com>

Call/Text Rich Sumner: 714.791.8656

YouTube Channel:

<https://youtube.com/@what-it-was>

Route 66 100 Years - Trailer (1 min):

<https://youtu.be/GjwGASPrV2Y?si=7IVIMRHAL5RkqAY5>

Documentary:

Route 66 100 Years | Historic Road Trip of the Mother Road

https://youtu.be/AbMkxyZFXLU?si=_ZaxAJjDpBm59brQ

