


	<p style="text-align: right;">NEWS RELEASE</p> <p style="text-align: right;">Melanie Jones UK PR Manager Nevada Commission on Tourism Telephone 020 7491 1112 Fax 020 7491 1114 Email Melanie.jones@celletpr.co.uk</p>
<p><i>ARE YOU A SURVIVOR?</i> THE LONELIEST ROAD IN AMERICA CELEBRATES ITS 20TH ANNIVERSARY</p>	

In July 1986, *Life* magazine (USA) described Nevada’s Highway 50 as the “Loneliest Road in America”. *Life* said there were no attractions or points of interest along the 287 mile stretch of road and recommended that drivers have “survival kits” in order to last the route.

However native Nevadans knew the truth. Twenty years later they still know that the road is the State’s most scenic and historic corridor. As the road retraces the route of the Pony Express trail, it passes through some of the best preserved ghost towns and 19th Century mining towns in Nevada. It was, and still is, filled with the most amazing recreational opportunities ranging from mountain biking to riding off road vehicles high upon the slopes of Sand Mountain. Above all else Nevadans knew it really wasn’t so lonely out there!

In celebration of this ‘accolade’ twenty years ago, the Nevada Commission on Tourism has, produced ***The Highway 50 Survival Guide 2006***. A passport which challenges travellers to learn for themselves about America’s Loneliest road. Take the trip across the heart of Nevada and stop off in the five largest towns to get your passport stamped.
If you dare!

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