



March 25, 2009

The Yosemite County Chamber of Commerce supports the naming of Highway 132 named as John Muir Highway. The effort is lead by Ken Pulvino of Greeley Hill, CA. The goal of this citizen initiative would result in the designation of State Highway 132 from Modesto through County Highway J-132 to its terminus at State Highway 120 as "John Muir Highway." Several of the reasons for our support are below.

Not only does this route include the highlights of John Muir's historic arrival into the Sierra Foothills during his original foot journey into the Yosemite area in June of 1869 but it also is described in detail in journal entries recorded in "My First Summer in the Sierra." The historical significance of these journal entries should enhance our web marketing plans for the region surrounding Yosemite National Park. John Muir's place in California and American history is highly esteemed both within our nation and around the world. His legacy of understanding and preserving the environment and rural lifestyle established the core values of much of what is synonymous with the California experience. We feel, therefore, that the state should honor his memory and the recorded tributes of his original and glorious passage into this segment of the Sierra Foothills by asserting the route's name as John Muir Highway.

This proposed amendment for John Muir Highway is closely aligned to the business sector's future in California. For this reason, the area provides an unsurpassed opportunity for visitors to savor much of what John Muir saw as he journeyed to Yosemite Valley not just along the Highway 132 route but it would also create additional interest in the trails and scenic highways throughout our region.

We would like to have John Muir Highway become part of a shared regional tourism branding so that visitors might be more effectively attracted to our gateway communities. Because of this view, we look forward to having John Muir Highway received as an inexpensive strategy for our government officials to consider.

Best regards,

Board of Directors, Yosemite Chamber of Commerce

*Carole Wilson, President*