



FOR IMMEDIATE RELEASE

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Red Diamond® Coffee & Tea Brings Family Fun to Route 66 Centennial Celebrations Across Oklahoma

BIRMINGHAM, Ala. (May 21, 2026) – [Red Diamond® Coffee & Tea](#), a world-class beverage company that’s been bringing people together over coffee and tea for 120 years, is partnering with the **Route 66 Centennial** celebration by serving fresh-brewed iced tea and sponsoring family-friendly activities along stops in Tulsa and Oklahoma City on May 30.

As Route 66 celebrates a milestone anniversary, 2026 also marks Red Diamond’s 120th anniversary and, of course, America’s 250th anniversary. For more than a century, Red Diamond has been part of moments that create connections – from kitchen tables and front porches to summer barbecues and baseball games – and the company is proud to help connect generations and communities through the Route 66 Centennial.

As part of the festivities in both Tulsa and Oklahoma City, Red Diamond is offering complimentary iced tea all day and sponsoring family zones that provide engaging spaces for all ages.

Red Diamond is also proud to support the Children’s Entrepreneur Market, which hosts events that empower young entrepreneurs through hands-on market experiences to create, sell and succeed.

“Few pairings feel more quintessentially American than Route 66 and sweet tea in the summertime,” said Emily Wood Bowron Forehand, executive vice president at Red Diamond Coffee & Tea. “As a fifth-generation family-owned company, we are thrilled to partner with the Route 66 Centennial celebration to help bring communities together over shared experiences, local pride and refreshing iced tea.

Red Diamond Activations on May 30 include:

- **Tulsa’s Route 66 Capital Cruise (7:00 a.m.-noon) at the University of Tulsa:** World-record breaking classic car parade, food trucks, live music, market vendors and festivities.
- **Kickin’ It on 66: OKC Centennial Celebration (4:00-10:00 p.m.) at Scissortail Park in Oklahoma City:** Centennial concert featuring a powerhouse lineup of state talent and evening drone show.

To register for Children’s Entrepreneur Markets, visit and sign-up by May 29 at [Tulsa](#) and [OKC](#).

Through its sponsorship of Children’s Entrepreneur Market, Red Diamond is also helping foster the next generation of innovators. "With vibrant small business communities in both Tulsa and Oklahoma City, this market is the perfect opportunity for kids to become business owners for a day, gain real-world experiences and develop confidence, independence and responsibility – all while having fun," said Lynée Fife, executive director of the organization.

For more information about Red Diamond Coffee & Tea and its products, visit [reddiamond.com](#).

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About Red Diamond Coffee & Tea

At Red Diamond, perfection is our craft, real coffee and tea – our creed. It drives everything we do. Our family has painstakingly sourced and crafted the finest blends of coffee and tea for five generations. From one generation to the next, from field to final sip, we take the extra care you deserve. No shortcuts. No compromises. Just real, fresh coffee and tea. Guaranteed. Visit [reddiamond.com](#) for more information.

About the Route 66 Centennial

The centennial celebrates the important history of Route 66 in Oklahoma during 2026 through commemorative, educational and community events across the state, including programs and exhibits about the history of how local communities grew and changed with construction of the highway; the development of a modern transportation system; the cultural impact of Route 66 both within the United States and internationally; the portrayal of Route 66 in music, artwork and folklore; and how we maintain the mystique and appeal of Route 66 for future generations.