

FOR IMMEDIATE RELEASE
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BEAUTY NOT JUST IN THE EYE OF THE BEHOLDER
Scenic Virginia wants your entries for its 2005 Scenic Awards

Richmond, Va. For the third straight year, Scenic Virginia is asking the Commonwealth's citizens for help in identifying extraordinary efforts in scenic conservation and the preservation of community character. Understanding that beauty means different things to different people, the statewide nonprofit organization is calling for nominations in the following six categories:

- Best Preservation of a Scenic Viewshed
- Best Preservation of a Scenic River Corridor
- Most Creative Scenic Improvement
- Scenic Hero (given to an elected official, private citizen, or organization for particular achievement in scenic conservation)
- Best Local Anti-Litter Practices
- A Challenge to the VDOT Districts: Best Implementation of Tree-Trimming Policy.

The six categories reference issues or projects that Scenic Virginia has championed since 1998. Past honorees include the Thomas Jefferson Foundation for its preservation of the viewshed from Monticello, the City of Richmond for establishing a new zoning category for its riverfront, the Virginia Department of Game & Inland Fisheries for creating the Virginia Birding and Wildlife Trail, The Garden Club of Virginia for its many years of conservation and advocacy work, Keep Bedford Beautiful for litter prevention, and the Lynchburg VDOT district for consistently trimming its roadside trees in a way that provides both motorist safety and a beautiful view of Virginia.

Scenic Awards program chair Jean Wight of Richmond hopes that citizens throughout the Commonwealth will "think locally" and nominate projects in their communities. "Scenic Virginia works year-round on programs important to all Virginians -- such as our nearly-finished effort to secure the *National Scenic Byways* designation for Virginia's four federal Parkways. The Scenic Awards provide us an opportunity to recognize the creative work of other individuals and organizations, and in the end, we all win because other citizens hear about these worthy projects and are inspired to undertake projects of their own -- that can then be nominated the next year!"

The 2005 nomination form is available at Scenic Virginia's website at www.scenicvirginia.org or by calling the Scenic Virginia office. Nominations must be received at the Scenic Virginia office in Richmond by the close of business on Friday, September 16, 2005, after which a statewide committee will review the entries and select a winner in each of the six categories. The 2005 Scenic Awards will be presented at a luncheon on Tuesday, November 1, 2005 at the Kent-Valentine House in Richmond.

Scenic Virginia is a statewide private nonprofit whose mission is to preserve, protect and enhance the scenic beauty and community character of the Commonwealth. Membership is open to all. Persons interested in joining or those requiring further information on the nominating process should contact Scenic Virginia Executive Director Leighton Powell at 804.282.5522 or at email@scenicvirginia.org.

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