

FOR IMMEDIATE RELEASE
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SCENIC VIRGINIA ANNOUNCES 2007 SCENIC AWARD WINNERS

Richmond, Va. Scenic Virginia has selected the winners of its 2007 Scenic Awards, which recognize excellence in the field of scenic conservation. The 2007 Scenic Award winners are as follows:

Scenic Hero: Lady Bird Johnson, for her lifetime commitment to scenic conservation and for her recognition that all Americans deserve to have beauty in their lives.

Scenic Viewshed Preservation Award (TIE): The Route 50 Traffic-Calming Project and the Scenic 340 Project for working to institute Context-Sensitive Design in local road projects. Context-Sensitive Design is a process in which the Department of Transportation works with a community to develop a road plan that respects the scenic, cultural, historic, and natural aspects along a particular road.

Scenic Water Corridor Preservation Award: The Goose Creek Scenic River Advisory Board, for 30+ years working to preserve and conserve the corridor of the Creek. Most recently, the group has partnered with the Fauquier Goose Creek Scenic River Task Force to designate an additional 20 miles of Scenic River.

Honorable Mention: The Middle Peninsula Chesapeake Bay Public Access Authority for its work to conserve the habitat corridor and public access connectivity of the Dragon Run Watershed.

Creative Scenic Enhancement Award: The Journey Through Hallowed Ground, a scenic and culturally rich landscape recognized as the region that holds more American history than any other corridor in the country. The Journey -- which follows U.S. Route 15 and Route 20 on a 175-mile course from Gettysburg, Pennsylvania; through Frederick County, Maryland; and culminates at Monticello in Charlottesville, Virginia -- has recently announced plans to seek the National Scenic Byway designation for the corridor.

Local Anti-Litter Awards:

Organization: Keep Leesburg Beautiful, a community clean-up and beautification program whose goal is to increase environmental education, reduce litter, encourage civic activism, and preserve and protect Leesburg's unique, historic community.

Individual: Bill Larkins, a retired U.S. Patent Office manager who has chosen to dedicate a significant amount of his time and money to cleaning up the scenic roads bisecting the George Washington National Forest in Bath, Allegheny and Highland counties. He is personally responsible for cleaning up an estimated 36,000 lbs of trash from several dozen illegal dump sites.

VDOT Tree-Trimming Award: To be announced at the Awards program.

Scenic Virginia's 2007 Scenic Awards program will take place on Friday, October 26 at noon at the historic Kent-Valentine House in Richmond. The event is open to the public, and seating is limited. Tickets are \$25 and should be purchased prior to the event. Current Scenic Champion event sponsors include Davenport & Company, Mango, The Martin Agency, Katherine T. Mears, and Union Bank & Trust.

Established in 1998, Scenic Virginia is a statewide private nonprofit whose mission is to preserve, protect and enhance the scenic beauty and community character of the Commonwealth. For more information, please contact Executive Director Leighton Powell at 804.363.9453 or email@scenicvirginia.org.

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