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**September 7, 2005**

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**ORGANIZATION SEEKS TO PUT VIRGINIA ON THE MAP -- LITERALLY**  
Scenic Virginia awaiting designation of Virginia's first National Scenic Byways,  
inclusion on the Byways map

*Richmond, Va.* As project coordinator since 2002 of the effort to secure the National Scenic Byways/All-American Road designation for Virginia's four federal Parkways, Scenic Virginia is ready to see the fruits of its labor.

"Virginia has long been absent from the National Scenic Byways map and website, and we are finally poised to be included," says Scenic Virginia president Eugenia Anderson-Ellis. "The Federal Highway Administration will announce the nation's newest Byways on September 22, and we are hopeful that the Blue Ridge Parkway, Skyline Drive, George Washington Memorial Parkway, and Colonial Parkway will each receive the prestigious designation of *All-American Road*."

National Scenic Byway/*All-American Road* designation for all four roads would represent the culmination of three years of hard work by a coalition composed of representatives from Scenic Virginia, the National Park Service, the Federal Highway Administration, the four Parkways, VDOT, Virginia Tourism Corporation, the Virginia Department of Conservation and Recreation, and numerous local groups and attractions (e.g. Luray Caverns and Colonial Williamsburg) that recognize the value of the National Scenic Byways program. "It's been a joint effort from Day 1," says Scenic Virginia's Executive Director, Leighton Powell. "Everyone has stayed focused on the united goal of designation for these roads."

Powell notes that while National Scenic Byway designation is a huge honor for both the Commonwealth and for the localities that border the roads, equally important is the exposure that designation brings. "Our absence from the NSB map and website has eliminated us from free marketing and publicity. Right now we're not represented. It makes no sense that tourists wanting to tour the Blue Ridge Parkway might look at the current map and deduce that it winds through North Carolina and dead-ends at the Virginia border."

Anderson-Ellis thinks the timing is right for the designation of four All-American Roads in one year, a feat no state has previously achieved. "The 400<sup>th</sup> anniversary of the founding of Jamestown is less than two years away, and when the coalition submitted the four NSB nominations to the FHWA, we stressed over and over that Virginia has been hard at work preparing for the visitors we expect to receive in 2007. Jamestown will be the initial destination for most, but we need to encourage visitors to explore other areas of the state. Four All-American Roads would connect the Commonwealth and offer these tourists a scenic alternative for discovering our history, culture and natural beauty."

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, contact Executive Director Leighton Powell at 804.282.5522 or at [email@scenicvirginia.org](mailto:email@scenicvirginia.org).