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FOR IMMEDIATE RELEASE

Charles Floyd receives Scenic America's Lifetime Achievement Award

WASHINGTON – Scenic America proudly presented its Lifetime Achievement Award to Charles F. Floyd of Cleveland, North Carolina, during a recent meeting of its affiliates and board of directors.

Presented by Scenic America President Mary Tracy, the award is inscribed: “In recognition of your decades of service fighting billboard blight and promoting the beauty of America’s roadways, communities and landscapes.”

“Charlie was on the forefront of the fight against billboard blight before most of us knew what it was,” said Tracy. “His continued enthusiasm for sharing his unparalleled knowledge of the billboard industry is invaluable to those of us in the scenic conservation movement.”

Longtime friend and fellow anti-blight activist Carroll Shaddock of Houston said “Charlie has never been afraid to expose the truth behind the billboard bullies.” Bill Brinton, a sign law expert from Jacksonville, Fla. agreed: “Mr. Floyd has long been, and continues to be, a formidable foe to the powerful billboard industry, despite the great odds stacked against him.”

Mr. Floyd, A.I.C.P., a former Professor of Real Estate at the University of Georgia, was one of the founders of Scenic America and served as President from 1983-87. He has testified to congressional committees about the Highway Beautification Act on several occasions and served on the National Advisory Committee on the Act from 1978-81. He has provided assistance and expertise on billboard issues to over twenty state and local governments and has authored many articles and white papers on the billboard industry. He is currently working on the tenth edition of his book “Real Estate Principles.”

In receiving the Lifetime Achievement Award, Mr. Floyd joins Lady Bird Johnson, former First Lady and leader of the effort to pass the Highway Beautification Act; former Charleston, South Carolina Mayor Joseph P. Riley; and Scenic America founder and driving force behind Maine’s ban on billboards Marion Fuller Brown, among other who have received the Award.

PHOTO ATTACHED

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Scenic America is a national, nonprofit organization based in Washington, DC whose mission is to preserve and enhance the scenic character of America's communities and countryside. Since 1978, Scenic America has helped citizens and public officials in thousands of communities nationwide protect their scenic heritage. Scenic America advocates for federal, state, and local laws and policies that support scenic conservation and community livability.



Charles F. Floyd receives the Scenic America Lifetime Achievement Award in Washington, DC