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## Scenic America Launches Nationwide Corporate Stewardship Pledge Initiative

FOR IMMEDIATE RELEASE

PITTSBURGH – Scenic America today launched a nationwide Corporate Stewardship Pledge designed to encourage businesses to preserve and enhance the visual environment as part of their business practices. The initiative was announced during a meeting of the organization’s Board of Directors at the Allegheny HYP Club downtown.

Board Vice-Chair Margaret Lloyd unveiled the pledge along with the names of the program’s four charter businesses. The announcement was accompanied by a signing of the pledge by Ed Heal, owner of Omni Associates, a Pittsburgh-based company offering “printing and design with the environment in mind.” Joining Omni Associates as charter members of the program are The Vermont Country Store, New Age Industries and Mississippi Valley Forest Products.



“We are excited to announce this initiative and these visionary businesses who have signed our pledge to work in harmony with the beauty and character of the areas where they are located,” said Lloyd.

Asked about why he was signing the pledge, Heal said “I think the pledge says it all: respecting the environment is in my long-term best interest, not only for my business and my customers, but also for me and my community.”

The pledge addresses some of Scenic America’s signature principles by prohibiting the use of off-premise billboard advertising, encouraging aesthetically pleasing on-premise signs, honoring unique community character and incorporating appropriate landscaping and design into the built environment.

For more information about the initiative, to read the full pledge, and to learn more about the businesses that have signed on, visit: <http://scenic.org/about-us/corporate-stewardship-pledge>

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*Scenic America is the only national 501(c)(3) nonprofit dedicated to helping citizens safeguard the scenic qualities of America’s roadways, countryside and communities.*