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## Ruth Becker receives Scenic America's Founders Award

WASHINGTON – Ruth H. Becker of Monroe Township was recently honored with a Founders Award by Scenic America, a national nonprofit dedicated to protecting the visual environment. The award was presented at a ceremony during the organization's annual meeting of Board of Directors and Affiliates in Salisbury, N.C.

The Founders Award recognizes Becker's key role in establishing Scenic America 35 years ago, while she was Executive Director of the Pennsylvania Resources Council (PRC), the state's oldest environmental nonprofit.

Becker was among a group of people from around the country who had been meeting regularly to evaluate the effectiveness of the federal Highway Beautification Act. After such a meeting in 1981 a small group got together and decided to form a national nonprofit organization to advocate for more beautiful roadsides.

"Of course, we had no money, we had no one who could run the organization, we had nothing," said co-founder Charles Floyd. "But we knew we had to do something. Ruth stepped forward and said she would take on the responsibilities of starting the organization. Without Ruth there would be no Scenic America today."

Becker offered to house and run the organization's first office inside of PRC's, which she did for three years before Scenic America established its headquarters in Washington, D.C. and hired its first executive director. Scenic America was among the allied organizations that recently worked to protect the New Jersey Palisades from development that would have marred the iconic vista.

Upon accepting the award Becker said she was honored to be recognized and happy to be with so many people who care about protecting America the Beautiful. Several of her children and grandchildren traveled with her to North Carolina to see her accept the award.

"We are very grateful to Ruth for her visionary efforts in establishing Scenic America and helping to protect the beauty of our country for all these years," said Mary Tracy, president of Scenic America.

Scenic America now has 48 state and local affiliates and 40,000 members across the country.

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For more information contact Max Ashburn, Communications Director, at [ashburn@scenic.org](mailto:ashburn@scenic.org) or 202.463.1294.

*Scenic America is the only national nonprofit organization dedicated to preserving and enhancing the visual character of the country's roadways, countryside and communities.*