

FOR IMMEDIATE RELEASE

## National group will address billboard blight in Savannah

SAVANNAH, GA. – Scenic America, the only national group working to preserve and enhance scenic beauty, will hold a public forum on the growing visual blight created by billboards at 4pm on Saturday, April 13 at the Massie Heritage Center in Savannah.

Scenic America President Mary Tracy will lead the presentation with a national perspective on efforts to counter the impacts of the \$7 billion outdoor advertising industry and to promote scenic, historic and local character. Bill Brinton, attorney and nationally-recognized sign law expert, will address recent legal challenges to digital billboard proliferation and the destruction of trees by billboard companies looking to clear the views of their signs.

“Savannah is one of our country’s most historic and beautiful cities,” said Tracy. “And yet, it is not immune from the encroachment of billboard blight. An unacceptable number of outdoor advertising signs detract from the city’s historic and cultural character. But it doesn’t have to be that way if citizens don’t want it to be.” Scenic America aims to help empower and inspire people to organize and act for more beautiful public spaces.

Also speaking at the event will be representatives of Scenic Georgia, an affiliate of Scenic America. The state group is working on several issues, in particular to oppose recently passed legislation that would greatly increase the amount and number of trees that billboard companies are allowed to clear cut around their signs. The legislation is currently being challenged in court.

Scenic America will be in Savannah ahead of the annual meeting of the National Alliance of Highway Beautification Agencies (NAHBA), a consortium of representatives of state departments of transportation who work on outdoor advertising control. Scenic America President Mary Tracy will speak on two panels during the NAHBA conference.

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Media are invited to attend Scenic America’s presentation at the **Massie Heritage Center**, 207 E Gordon Street, at 4pm on Saturday, April 13. Refreshments will be served.

For more information or to RSVP contact Max Ashburn, Scenic America communications director, at 202.588.6385 or [ashburn@scenic.org](mailto:ashburn@scenic.org)

*Scenic America is the only national 501(c)(3) nonprofit organization dedicated solely to preserving and enhancing the visual character of America's communities and countryside.*