



MEDIA ADVISORY

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National Scenic Byways Program Celebrates 25th Anniversary *December 6th Reception Planned on Capitol Hill*

WASHINGTON, DC, November 28, 2016 – This year marks the 25th anniversary of the National Scenic Byway program, signed into law by President George H.W. Bush in 1991. To mark the occasion and celebrate the 150 roads across the country that have earned National Scenic Byway status, a special celebration will be held on December 6 from 5-7pm in the Congressional Atrium at the Capitol Visitors Center.

Congressional Hosts for the evening are Rep. David Cicilline of Rhode Island, Rep. Ted Poe of Texas, Rep. John Delaney of Virginia and Rep. Sam Farr of California. John Porcari, former Deputy Secretary of the U.S. Department of Transportation will be a featured speaker, sharing his unique perspectives on 25 years of the National Scenic Byway Program. A number of other members of Congress, as well as current and former transportation and scenic byway leaders, and other dignitaries are expected to be in attendance.

Scenic Byway Trailblazer Awards will be presented to Senator Lamar Alexander, a longtime advocate of scenic roadways, and the American Association of State Highway and Transportation Officials, representing the departments of transportation from all 50 states plus Puerto Rico and the District of Columbia.

National Scenic Byways are recognized for their scenic, cultural, historic, natural, recreational and archeological qualities. They attract travelers seeking the authentic experiences offered by many of our roads less travelled. These roads are important to local communities because of the economic benefits generated by tourism, as well as the sense of pride they instill in preserving a corridor important to the heritage of surrounding communities as well as the entire nation. Recent federal research shows that international visitors in particular are seeking out scenic byways because of their interest in the true “American road” experience.

The reception is sponsored by the National Scenic Byway Foundation, Scenic America and the Journey Through Hallowed Ground Partnership. Other supporters include AASHTO, the American Highway Users Alliance, the American Bus Association, Visit Rochester and American Road Magazine.

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Interested media are invited to attend. For assistance on the day of the reception, December 6, please contact Max Ashburn, Scenic America communications director, at ashburn@scenic.org or 202.203.9748, or Shuan Butcher at 703.999.7579.