Scenic Rivers 50th — Template Media Advisory

[ORGANIZATION LOGO]

**MEDIA ADVISORY  
[Date]**

[Contact Name]  
[Phone]  
[Email]

**[Organization Name] to Celebrate 50 Years of the Virginia Scenic Rivers Program***[Brief description of event]*

WHO/WHAT: [Description of event]

WHEN: [Date & Time]

WHERE: [Location & Address]

[Provide parking information for media, if necessary]

WHY: Events are happening across Virginia for the 50th anniversary of the Virginia Scenic Rivers Program in 2020. Established by an act of the General Assembly in 1970, the program provides a framework for recognizing rivers with the most outstanding scenic, natural, historic and recreational qualities. [River Name] is one of 33 state scenic rivers designated through the program, which is managed by the Virginia Department of Conservation and Recreation. Learn more at [www.dcr.virginia.gov/sr50](http://www.dcr.virginia.gov/sr50).

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