Scenic Rivers 50th — News Release Template

[ORGANIZATION LOGO]

**FOR IMMEDIATE RELEASE**[Date]

[Contact Name]  
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[Organization Name] Celebrates Virginia Scenic Rivers 50th Anniversary   
*[Designated River Name] is part of the Virginia Scenic Rivers System*

[CITY, VIRGINIA] — During the late 1960s, in the beginning of the modern-day environmental movement, Virginians and their elected representatives in the General Assembly sought to identify and protect the most outstanding rivers and streams. In 1970, their efforts resulted in passage of the Virginia Scenic Rivers Act, which established a legislative framework for recognizing rivers with significant scenic, natural, historic and recreational qualities.

Fifty years later, Virginia scenic river designation remains a vital conservation tool for communities. Thirty-three rivers, including the [Designated River Name], make up the Virginia Scenic Rivers System.

[Organization Name] will celebrate the act’s 50th anniversary with [List top activities].

“[City/Town/County Name] residents are fortunate to have a state scenic river in their community,” said [Organization Leader Name]. “The designation brings awareness of the importance of unspoiled rivers and the benefits they provide such as clean water, quality of life and economic opportunity.”

Virginia communities seek scenic river designation for reasons ranging from the protection of scenic viewsheds to economic development through tourism. The designation can give localities a greater voice when it comes the planning and implementation of state or federal projects on rivers.

The Virginia Scenic Rivers Program is administered by the Virginia Department of Conservation and Recreation. For more information, visit [www.dcr.virginia.gov/sr50](http://www.dcr.virginia.gov/sr50)

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