

Friends of A1A

Scenic & Historic Coastal Byway



Media Advisory

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For Immediate Release: May 4, 2020

Friends of A1A Scenic & Historic Coastal Byway Receive Honorable Mention

Friends of A1A receive national award honorable mention.

The Friends of A1A Scenic & Historic Coastal Byway were pleased to learn their video project “Capturing the A1A Byway Story”, part of the Roadmap to History video series in development, was selected for Honorable Mention by the National Scenic Byway Foundation on April 23, 2020.

Funded in part by a Visit Florida grant, “Capturing the A1A Byway Story” introduces audiences around the world to the A1A Scenic & Historic Coastal Byway, one of 150 National Scenic Byways in America. With visually stunning images, the video captures a snapshot of the stories behind the creation of the advocacy group representing Flagler and St. Johns counties as the Friends of A1A Scenic & Historic Coastal Byway.

“We were proud to receive the news that our project had been selected for Honorable Mention by the National Scenic Byway Foundation,” said Friends of A1A President Marge Rooyackers. “The team that worked on this project put in a tremendous amount of effort to make this happen, and our supporting partners from the A1A Byway communities were gracious in sharing information and taking part in this project to showcase all that the northeast Florida region has to offer. We appreciate being recognized by our peers and are grateful to Visit Florida for supporting this project as well.”

In a release from the National Scenic Byway Foundation, Executive Director Sharon Strouse noted the reasons behind the selection.

“The Honorable Mention in Interpretation was given to the A1A Scenic & Historic Coastal Byway for their “Roadmap to History” video series in the historic St. Augustine area. They recognized that humans are visual learners in this fast-paced world. A picture is worth a thousand words is their refrain. The videos share authentic photos, film clips and interview with byway representatives. The video addresses important intrinsic qualities of the 72-mile byway coastal corridor under the title “Capturing the A1A Byway Story.” Success of the project can be attributed to the widespread support of the many project partners.”

The A1A Scenic & Historic Coastal Byway was one of two National Scenic Byways in the state of Florida to receive recognition. The Florida Keys All-American Road was selected for first place, receiving the 2020 Byway Organization Marketing and Communications Award.

For more information, visit www.scenica1a.org.

The Friends of A1A Scenic & Historic Coastal Byway is a non-profit organization that protects, preserves and enhances resources along the A1A National Scenic Byway. This citizen's advocacy group collaborates with municipalities, governmental agencies and other civic groups to maintain and improve resources along the corridor. Visit www.scenica1a.org.