

**PRESS RELEASE**  
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**Local Byway Project Wins National Scenic Byway Award**

*Santa Fe Trail Scenic and Historic Byway's Marketing Project receives prestigious award at recent ceremony during the National Scenic Byways 2009 Conference in Denver, Colorado.*

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Denver, CO – The Santa Fe Trail Scenic and Historic Byway's Marketing Project received the 2009 Scenic Byway Award for Marketing at a ceremony held on August 24, during the National Scenic Byways 2009 Conference in Denver, Colorado.

The byway's marketing efforts began with regional planning meetings and collaborative stakeholder workshops within byway communities. The group worked with local leaders and partners to cost-effectively market historic sites, announce local events and tell the byway's stories with creativity and accuracy. The project has underscored the value of the byway's brand for stimulating local economies.

Sponsored by the America's Byways Resource Center, Federal Highway Administration (FHWA), and the American Association of State Highway Transportation Officials (AASHTO), the prestigious award recognizes eight projects of excellence from byway nominations across the country.

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Santa Fe Trail Scenic and Historic Byway Marketing  
Santa Fe Trail Scenic and Historic Byway

Selection by a panel of byway community experts is based on four criteria, including community involvement and public outreach; partnerships; advancing the goals of the byway’s corridor management plan; and, innovation.

“We hope these winning projects will inspire new efforts to preserve, protect, interpret, and promote the intrinsic qualities along America’s Byways, distinctive routes designated by the National Scenic Byways Program,” commented Michelle Johnson, Director of America’s Byways Resource Center.

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Editor’s note: Photo available



[Santa Fe Trail Scenic and Historic Byway Marketing](#)  
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Caption: (L to R, Michelle Johnson, America's Byways Director, Wyvonne Phillips, Byway Manager, and Roberta Cordova, Byway President and Gary Jensen, FHWA)

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