



U.S. Congressman  
**Nick Rahall**  
*WORKING FOR WEST VIRGINIANS*

FOR IMMEDIATE RELEASE

MAY 31, 1990

CONTACT: STEVE SPINA

PHONE: (202) 225-3452

**RAHALL ANNOUNCES "TAKE PRIDE IN AMERICA WINNERS"**

WASHINGTON, D.C. -- U.S. Rep. Nick Rahall (D-WV) announced today the Department of Interior's "Take Pride in America" winners for 1989.

"Take Pride in America" is a national campaign to increase awareness of the need for wise use of the nation's natural and cultural resources, encourage an attitude of stewardship and responsibility toward public resources, and promote volunteerism.

Supported by a dedicated partnership of 12 federal agencies, 48 states and many private sector organizations, the campaign annually sponsors a national awards ceremony to recognize those who have made outstanding contributions to protecting and enhancing public resources.

The 1989 nominations were judged based on the need for the activity; the effect of the activity on public awareness; the effectiveness of the methods used; the effect on public lands; and the amount and variety of participation in the activity.

From West Virginia, there were two winners. The Pride Against Litter campaign in Elkins, West Virginia and from the Fourth District, the U.S. Army Corps of Engineers was awarded the honor for their work at the R.D. Bailey Lake in Justice, West Virginia.

"These two West Virginia groups have led a campaign of environmental awareness through example, and they should be commended," said Rahall. "They show to us that to accept any environment other than a clean environment is completely unacceptable."

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THE SECRETARY OF THE INTERIOR RECEIVED  
WASHINGTON OFFICE

1990 MAY 31 AM 10:21

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Do press on  
please  
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May 31, 1990

Dear Congressman:

As Chairman of the Take Pride in America Blue Ribbon Panel of Judges, I am pleased to send you a list of the 1989 national winners. This information will be announced publicly on May 31, 1990. I encourage you to extend appropriate recognition to any winners from your district.

The fourth annual Take Pride in America national awards ceremony is being planned for mid-summer on the South Lawn of The White House. An invitation providing ceremony details will be sent to you soon. I hope you will plan to attend.

The Take Pride in America campaign has been a tremendous success. The numerous excellent award nominations attest to the campaign's ability to reach and motivate Americans. That success is largely a result of your commitment and hard work. I look forward to your continued partnership on this campaign by Americans, for America.

Sincerely,

*Manuel Lujan Jr.*

Enclosure

TAKE  
PRIDE IN  
AMERICA

# Take Pride In America News Release

For Information Contact: Take Pride In America, National Campaign HQ, Washington, D.C. 20240

EMBARGOED UNTIL

May 31, 1990 - 6:00 p.m.

For further information,  
Trudy Harlow or Kip White  
202/208-3726

## TAKE PRIDE IN AMERICA

### ANNOUNCES 1989 NATIONAL AWARD WINNERS

Interior Secretary Manuel Lujan announced today that a Blue Ribbon Panel of Judges, chaired by First Lady Barbara Bush, has selected 89 top winners of the fourth annual Take Pride in America National Awards Program.

"These individuals and organizations have made the choice to become involved, to care and to volunteer. They exhibit the shining qualities of get-up-and-go and responsibility for the common good that have made America great," said Lujan.

The Blue Ribbon Panel of Judges selected the 89 most outstanding stewardship activities from among 175 finalists. Nearly 700 groups and individuals were nominated for consideration in the 1989 National Awards Program. The winners represent 29 states. Most nominations came from the 48 states formally participating in the program, many of which sponsored state-wide awards competitions.

"Public education occurs through the recognition of these winners," said Lujan. "We believe this motivates others to become active and involved in furthering the goals of the Take Pride in America campaign, and encourages the American spirit of volunteerism, citizenship and pride."

Take Pride in America is a national campaign to increase awareness of the need for wise use of the nation's natural and cultural resources, encourage an attitude of stewardship and responsibility toward public resources, and promote volunteerism.

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A major component of the initiative is a public service awareness campaign using radio, TV and print media. In the first public service ads, celebrity spokesmen Clint Eastwood, Charles Bronson and Louis Gossett, Jr., serve as "tough, good guys" with the message, "Bad guys abuse public land; good guys save it." A second phase of advertising was released in 1989 featuring "spokesalien" ALF, who appealed to a younger audience, saying, "Look, folks, public lands are not like pizzas -- you just can't pick up the phone and order more." The campaign is currently filming a new public service ad featuring actress Linda Evans, who will give the message that there is something that everyone can do to Take Pride in America and help to protect our environment.

Supported by a dedicated partnership of 12 federal agencies, 48 states and many private sector organizations, the campaign annually sponsors a national awards ceremony to recognize those who have made outstanding contributions to protecting and enhancing public resources. The 1989 nominations were judged based on the need for the activity; the effect of the activity on public awareness; the effectiveness of the methods used; the effect on public lands; and the amount and variety of participation in the activity.

Award categories are: constituent organizations; businesses and corporations; youth groups, civic and citizen organizations; media, educational institutions; individuals; public-private partnerships; local governments; state governments; federal agencies; and, private lands.

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**NOTE TO EDITOR: A LIST OF WINNERS IS ATTACHED.**

## UTAH

89-492  
LOGAN RANGER DISTRICT  
WASATCH-CACHE NATIONAL FOREST  
860 NORTH 1200 EAST  
LOGAN, UT 84321  
801/753-2777

89-498  
GREGG SIMONDS  
POST OFFICE BOX 250  
WOODRUFF, UT 84086  
801/793-4288

## VIRGINIA

89-504  
FRANKLIN COUNTY PUBLIC SCHOOLS  
102 BERNARD ROAD  
ROCKY MOUNT, VA 24151  
703/638-3987

89-507  
JEMIMA P. FOLTZ  
ROUTE 1, BOX 170  
DRAPER, VA 24324  
703/980-4157

89-509  
CLEAN THE BAY DAY  
1204 SHAWN DRIVE  
VIRGINIA BEACH, VA 23456  
804/427-6606

89-515  
SAVE THE OLE' PIANKATANK, INC.  
POST OFFICE BOX 27  
DELTAVILLE, VA 23043  
804/776-9982

89-517  
FRANKLIN COUNTY LITTER  
CONTROL PROGRAM  
108 EAST COURT STREET  
ROCKY MOUNT, VA 24151  
703/638-3987

## VERMONT

89-539  
TOWN OF EAST MONTPELIER  
EAST MONTPELIER, VT 05651  
802/223-3313

## WASHINGTON

89-543  
SPRAGUE-LAMONT CAMPFIRE KIDS  
BOX 348  
SPRAGUE, WA 99032  
509/257-2804

89-552  
SUZY L. WALKER  
3495 N.E. 136TH WAY  
VANCOUVER, WA 98686  
206/887-4106

## WEST VIRGINIA

89-556  
PRIDE AGAINST LITTER  
POST OFFICE BOX 130  
ELKINS, WV 26241  
304/636-2455

89-560  
R.D. BAILEY LAKE  
U.S. ARMY CORPS OF ENGINEERS  
POST OFFICE DRAWER 70  
JUSTICE, WV 24851  
304/664-3229

## WYOMING

89-571  
WESTWOOD ELEMENTARY SCHOOL  
2300 BELLAIRE DRIVE  
CASPER, WY 82604  
307/577-6735