

## NEWS RELEASE

Kansas Department of Transportation news release

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### **FOR IMMEDIATE RELEASE**

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## **Artist Stan Herd to promote Kansas Scenic Byways**

A unique public-private initiative that promotes nature, the arts, tourism and even luck was formally announced today.

Kansas artist Stan Herd, best known for his earthwork art, has teamed with the Kansas departments of Transportation and Commerce and the Kansas Lottery to promote the state's nine scenic byways. He has created paintings of scenes along each byway and will visit byways communities this summer and fall to promote the initiative. The original Herd paintings will also be grand prizes in a new lottery instant scratch game called Painted Byways.

"Visitors to Kansas consistently rank scenic drives and byways among their top interests," said Commerce Secretary David Kerr. "With the summer travel season rapidly approaching, the Painted Byways Project is a great way to encourage out-of-state tourists and Kansans to hit the road and experience everything the state has to offer."

The Kansas Scenic Byway program began in the early 1990s as a cooperative effort among private citizens, local groups, local governments and state government agencies. The aim of the byways program is to increase tourism and educate the traveling public about the state's environment, history and culture.

In 2005, the Flint Hills Scenic Byway and the Wetlands and Wildlife Scenic Byway received national scenic byway designation.

“While the real marketing power of the scenic byways is the great beauty that exists along the routes, it can’t be successful without broad support,” said Transportation Secretary Deb Miller. “It’s exciting to now have the talents and prominence of Stan Herd to help us raise awareness of the abundant natural and cultural resources of the byways.”

Although only four of the byways will be featured on Kansas Lottery tickets, the original paintings of all nine will be given away as prizes in the Lottery’s Nov. 13 second-chance drawing of non-winning Painted Byways tickets. Prints of the paintings are available through SouthWind Gallery in Topeka.

“The Kansas Lottery has been honored to promote Kansas products and tourism in the past. This gives us a chance to promote the beauty of Kansas through the talent of a Kansas artist,” said Kansas Lottery Executive Director Ed Van Petten. “We look forward to future opportunities to promote the arts in Kansas.”

To learn more about the byways program and see Stan Herd’s summer/fall tour schedule, visit the Kansas Scenic Byways Web site at <http://ksbyways.org/Pages/calendar.html>.

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700 SW Harrison St., 2<sup>nd</sup> Fl West, Topeka, KS 66603-3754 or phone 785-296-3585 (Voice)/Hearing Impaired – 711.