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## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

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America in Bloom Executive Director

### **America in Bloom Judges to Visit Morro Bay, California**

Professional volunteer judges from the America in Bloom (AIB) national awards program will visit Morro Bay, California on May 22-23. This is Morro Bay's fourth year as an America in Bloom participant, and it is one of the many proud and passionate communities across America working on local revitalization programs with an eye to receiving a prestigious America in Bloom national award.

Morro Bay joins Lawrenceburg, KY; Coshocton, OH; and Newtown Square, PA in the 10,000 to 13,000 population category.

In addition to a receiving detailed written evaluation from the judges citing strengths and opportunities for improvement, participants receive a bloom rating and special mention for what the judges deem to be an extraordinary project or program. Additional awards that can be earned are as follows:

- Population category winner
- Outstanding achievement award – the “best of the best” over all participants in each of the six evaluated criteria
- Special awards
- Community Champion
- YouTube Video

Population category winners are invited to participate in international competition via the Communities in Bloom program in Canada.

Judges will be evaluating the community's efforts in the areas of overall impression, environmental efforts, heritage preservation, landscaped areas, urban forestry, floral displays, and community involvement in the municipal, commercial, and residential sectors.

The judging team members are Linda Cromer and Ed Hooker.



Linda Cromer



Ed Hooker

**Linda Cromer** has served her community, Greendale, Indiana, in a variety of political positions including Planning Commissioner, Chairperson of the Park Board and Tree Board, and Housing Authority Commissioner. She sits on the Executive Boards and plays an active role in the efforts of several national and state non-profit organizations dedicated to social justice and environmental issues. Linda, who received a fine arts education at the University of Kansas, learned to love gardening at her grandmother's knee. Owner and operator of a floral shop and greenhouse for over a decade, she has spent the bulk of her professional life traveling as an international representative for a labor organization, and has used those travel opportunities to audit design and horticulture classes at a number of universities, and to study the diversity and individuality of public gardens and the communities where they are located. Linda is past president and active member of the local Garden Club and spearheaded her community's first participation in the America in Bloom Program in 2005.

**Ed Hooker, III** currently serves as the first Historical Architect of the National Cemetery Administration (NCA), Veterans Affairs (VA). The NCA oversees 131 National Veterans Cemeteries through the United States and Puerto Rico. Hooker began his career in federal service in 2006 as the Historic Architect and Cultural Resources Manager at Fort Riley, KS. After graduating from Auburn University with a degree in architecture, he began his career in historic preservation with the Alabama Historical Commission, the Alabama State Historic Preservation Office, where he worked with communities to realize the potential of their threatened historic landmarks. He later was the historic architect for the Mobile Historic Development Commission, where he staffed the city's Architectural Review Board and provided preservation guidance and architectural design assistance to residents of Mobile's eight historic districts. Hooker credits his passion for historic preservation to growing up in the Black Belt region of Alabama, volunteering as a docent for his community's annual pilgrimage, and being made aware at an early age the importance of heritage and history. He considers himself an avid amateur gardener, and enjoys container and patio gardening. Ed also served for two years on his town's AIB Committee.

To date, nearly 250 communities from 45 states have participated in the program and more than 22 million people have been touched by it. Awards will be announced on October 5-7, 2017 at AIB's National Symposium & Awards, held this year in Holliston, MA.

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America in Bloom is an independent, non-profit 501(c)(3) organization dedicated to promoting nationwide beautification programs and personal and community involvement through the use of flowers, plants, trees, and other environmental and lifestyle enhancements. America in Bloom provides educational programs, resources, and the challenge of a friendly competition between participating communities across the country.