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## PRESS RELEASE

### **FOR IMMEDIATE RELEASE**

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Laura A. Kunkle

America in Bloom Executive Director

### **America in Bloom Judges to Visit Newtown Square, Pennsylvania**

Professional volunteer judges from the America in Bloom (AIB) national awards program will visit Newtown Square, Pennsylvania on June 29-30. This is Newtown Square's third 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.

Newtown Square joins Morro Bay, CA; Lawrenceburg, KY; and Coshocton, OH 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 Barbara Vincentsen.



Linda Cromer



Barbara Vincentsen

**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.

**Barbara Vincentsen** is owner of Vincentsen Associates, a medium-sized award-winning architectural firm in Westfield, New Jersey. She grew up in a gardening family and has continued her family tradition in her own gardens, which have plantings shared from three generations of close family and friends. Her Westfield garden was featured in the 2010 America in Bloom program in Westfield. Barbara is a licensed architect in New Jersey, Pennsylvania, and New York, and is a licensed professional planner and certified interior designer in New Jersey. She is actively involved in her community, serving on the boards of the Friends of Mindowaskin Park Committee and Fairview Cemetery Committee. She is a member of the Westfield Service League and Downtown Westfield Corporation Design Committee, and a past president of Central Section of New Jersey Chapter of the AIA.

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.