



MEDIA RELEASE

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DeKalb, IL America in Bloom National 2013 Awards Results Announced

(COLUMBUS, OH): After months of anxious waiting, top honors for the prestigious 2013 America in Bloom national awards program were announced at the annual awards held in Orlando, Florida on September 21.

America in Bloom executive director, Laura Kunkle, said, “America in Bloom is helping participants of all types achieve their potential. The accomplishments and progress shown by this year's towns and cities is remarkable.”

DeKalb received a three bloom rating and a special award for the most dynamic community garden program.

DeKalb was judged on six criteria: overall impression, community involvement, environmental awareness, heritage, urban forestry, landscape, and floral displays, across four sectors: municipal, residential, commercial, and community involvement.

Jack Clasen and Barbara Vincentsen, two specially trained AIB judges, visited towns of similar populations and spent two days touring each town, meeting municipal officials, residents, and volunteers. Other competitors in the 30,001 to 50,000 category were Holland, MI; Huntington, WV; and Winter Garden, FL.

Clasen and Vincentsen were particularly impressed by the city's floral displays and commented, “A great collaboration has taken place in DeKalb with the city, university, and a local business working together to add color to both downtown and campus. Fifty large planters have been strategically placed throughout the downtown core and campus of Northern Illinois University. The Proven Winners Company designs the planters using good arrangement, color, texture, and balance. The containers are beautifully maintained by a part time employee. This project is symbolic of the positive changes that take place when the business community works with the city and the university.”

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Congratulations to DeKalb!

Registrations for the 2014 national awards program can be submitted until February 28, 2014. Eligible participants include towns, cities, college and university campuses, business districts, military installations, and recognized neighborhoods of large cities.

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.

For more information, visit www.americainbloom.org.

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