



MEDIA RELEASE

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Greater Racine Area, WI WINS America in Bloom National 2013 Awards

(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."

The Greater Racine Area earned a prestigious five bloom rating and is the overall winner in the over 50,000 population category. In addition, they received special mention for their floral displays.

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

Diana Weiner and Robert Bowden, two specially trained AIB judges, visited towns of similar populations and spent two days touring each town, meeting municipal officials, residents, and volunteers. Fayetteville, AR was the other competitor in the over 50,000 category.

Weiner and Bowden were very impressed with the city's floral displays and commented on one of many efforts, "West Park residents attended a "Container Planting" workshop on May 26th to learn about creating attractive mixed containers filled with annual and perennial flowers to decorate their front porches. Residents were asked to clean, sweep, paint, decorate and beautify their porches for the contest. A panel of judges selected their favorite "prettiest porch" and prizes were awarded. The winning porch received recognition in the Racine Journal Times Newspaper and an honorary plaque to hang on their porch."

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Congratulations to the Greater Racine area!

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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