



2130 Stella Court. Columbus, OH 43215-1033

T: 614-487-1117 F: 614-487-1216

www.americainbloom.org

America in Bloom Special Media Invitation to the Philadelphia Flower Show

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For Immediate Release

For further information, contact Laura Kunkle, executive director. laurak@americanhort.org.

Special Media Invitation

For the fourth year, America in Bloom (AIB) will create a display garden exhibit at the world-famous Philadelphia International Flower Show, February 27 through March 8. The show's theme is "Celebrate the Movies" and the AIB garden is in Concourse B.

Several AIB board members will be in attendance during the week and one board member, Evelyn Alemanni will be giving a presentation at 1 p.m. Saturday February 28 called "On Location Across the Nation – How Green is Your Valley?" The concept is that the beauty of a town affects people's desire to live there, even make movies there. You'll hear about America in Bloom towns where celebrities live, work and play, and also what the towns are doing to encourage them. She will also be signing the book she wrote and designed as a gift to AIB called "Ten Years of Best Ideas" which is a collection of nearly 2000 ideas and photos of what AIB participating towns are doing to be better places to live, work, and play.

We would be pleased to schedule personal interviews for you with any of the America in Bloom board members in attendance.

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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.

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