



MEDIA RELEASE

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America in Bloom Symposium and Awards to be Held in Philadelphia, PA

(COLUMBUS, OH): Top honors for the prestigious 2014 America in Bloom national awards program will be announced at the annual symposium and awards held in Philadelphia, PA on October 2-4.

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

All participants were evaluated on six criteria: overall impression, environmental awareness, heritage preservation, urban forestry, landscape, and floral displays. Additionally they were judged on their community involvement across municipal, residential, and commercial sectors. America in Bloom is the only national awards program that sends specially trained judges to personally visit participants and provide a detailed written evaluation that can be used as a guide to future improvements.

The downtown Marriott is the official symposium hotel. Participants from this year's awards program and all people interested in improving quality of life where they live are invited, and more than 200 people are expected to attend. The event includes honored guests Paul Meyer, director of Morris Arboretum and Paul Redman, director of Longwood Gardens. Nationally known speakers such as Dr. Charlie Hall of Texas A&M, Drew Becher, President of the Pennsylvania Horticultural Society; a panel discussion from executives of notable public gardens; and a presentation by Kirk Brown, garden historian and interpreter in the role of John Bartram, a well-respected member of the Philadelphia community in the 18th century.

In addition, walking tours of historic Philadelphia will be offered as well as walking tours of Longwood Gardens.

National awards will be presented in the ballroom at Longwood Gardens on the evening of Saturday, October 4.

For more details on the symposium, please check www.americainbloom.org.

Registrations for the 2015 national awards program are now open and can be submitted until February 28, 2015. 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. For more information, visit www.americainbloom.org. ###

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