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PRESS RELEASE

FOR IMMEDIATE RELEASE

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America in Bloom Invites Military Installations to Participate in its 2013 National Awards Program

America in Bloom (AIB) announced that registration is open for its 2013 national awards program. The program honors efforts for livability in communities of all types. Participants are evaluated on their efforts in horticulture, heritage, and environment across residential, commercial, and municipal sectors. Community involvement is also considered.

This year, in response to many requests, participation is being expanded to include military installations. Military installations have long been a component of the Communities in Bloom program in Canada, where bases such as 4 Wing Cold Lake, Alberta; 19 Wing Comox, BC; CFB Borden, ON, and many more have competed for honors.

America in Bloom executive director, Laura Kunkle, said, "Military installations, in their own right, are communities and towns. It is important that we recognize the efforts of base commanders and base residents to create beautiful, livable, and sustainable communities. The quality of life at a military installation for soldiers and their families is a key element in America's defense program. This is one way that our organization can show support for military families."

To help bases get started with their America in Bloom participation, an AIB Startup Kit (ASK) is available and includes everything needed to get started. It can be ordered at no cost online at www.americainbloom.org.

Registrations are due by February 28, 2013. Those who register by December 31, 2012 will receive a gift of America in Bloom's "Ten Years of Best Ideas" book, which offers 2000 best practices and photos from past participants. The registration fee is on a sliding scale based on population size and type of entrant. However, participants who recruit a new entrant are eligible to receive a 25% discount for each new entrant they recruit.

Based on successful models in Europe and Canada, America in Bloom is now in its twelfth year. The program has had 200 participants from 40 states and more than 20 million lives have been touched by it. It is the only program of its kind that sends a team of two specially trained judges who spend time in participating locations providing on-site coaching and mentoring, followed by a written evaluation which is sent after the awards program in September.

More information about the program and a registration form can be found at www.americainbloom.org.

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America in Bloom is a non-profit 501c3 corporation whose mission is to promote nationwide beautification through education and community involvement by encouraging the use of flowers, plants, trees, and other environmental and lifestyle enhancements. Awards will be announced on September 21, 2013 at AIB's National Symposium and Awards, held in Orlando, Florida.