



America in Bloom
2130 Stella Court
Columbus, OH 43215
614-487-1117 • Fax: 614-487-

aib@ofa.org
www.americainbloom.org

PRESS RELEASE

FOR IMMEDIATE RELEASE

For more information, contact Laura Kunkle (614-487-1117) aib@ofa.org
www.americainbloom.org

America in Bloom Opens Registration for 2013 National Awards Program and Adds New Entry Categories

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.

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. 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.

This year, in response to many requests, participation is being expanded to include towns, cities, townships, even neighborhoods of large cities. In addition, business districts, college and university campuses, and military installation are all eligible to participate in this prestigious awards program.

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.

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. To date, nearly 200 towns and cities from

38 states have participated in the program and more than 20 million people have been touched by it. Awards will be announced on September 21, 2013 at AIB's National Symposium and Awards, held in Orlando, Florida.