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## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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#### **America in Bloom Opens Registration for 2014 National Awards Program**

America in Bloom (AIB) announced that registration is open for its 2014 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 thirteenth year. The program has had more than 200 participants from 40 states, touching more than 20 million lives. 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 the fall.

Eligible participants include towns, cities, townships, and even neighborhoods of large cities. In addition, business districts, college and university campuses, and military installations are all eligible to participate in this prestigious awards program.

Registrations are due by February 28, 2014. Those who register by December 31, 2013 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. 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](http://www.americainbloom.org).

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America in Bloom is a non-profit 501c3 corporation that envisions communities across the country as welcoming and vibrant places to live, work, and play – benefiting from colorful plants and trees; enjoying clean environments; celebrating heritage; and planting pride through volunteerism.