



MEDIA RELEASE

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Arroyo Grande, CA Wins Top Honors in National America in Bloom Awards

(COLUMBUS, OH): Honors for the prestigious 2012 America in Bloom (AIB) national awards program were announced at the annual awards held in Fayetteville, Arkansas on September 22.

America in Bloom executive director, Laura Kunkle, said, "America in Bloom participation is helping participating towns achieve their potential. The accomplishments and progress shown by this year's towns and cities is remarkable."

Arroyo Grande, CA was judged on six criteria: overall impression, community involvement, environmental awareness, heritage, urban forestry, landscape, and floral displays, across four sectors: municipal, residential, commercial, and community involvement.

Specially trained judges visited towns of similar populations and spent two days touring each town, meeting municipal officials, residents, and volunteers. Additional competitors in this category were Madisonville, KY; Washington, MO; Artesia, CA; and Holliston, MA.

Arroyo Grande competed in the population category of 13,001 - 25,000, receiving a prestigious five bloom rating, and a special mention for its floral displays, and a criteria award for its floral displays. A criteria award is considered "best of the best: among all participating towns. These awards, coupled with the city's honors from previous years, move Arroyo Grande into AIB's new category of Circle of Champions, for towns which have a combination of three population and/or criteria awards.

The judges, Evelyn Alemanni and Barbara Vincentsen, commented, "The Arroyo Grande in Bloom committee pitches in to make a visible difference in parks, at historic properties, and much more, all the while raising funds to support their many efforts. Arroyo Grande is blessed to have such a dedicated corps of volunteers who clearly enjoy working with each other. The committee enjoys wholehearted cooperation and collaboration with the city and with businesses such as Ball FloraPlant, Ball Tagawa and others which are generous in donating plants for public floral displays."

Registrations for the 2013 national awards program can be submitted until February 28, 2013.

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.

For more information, visit www.americainbloom.org.

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