



MEDIA RELEASE

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For more information, contact Laura Kunkle

lkunkle@ofa.org

614-487-1117

McCall, ID Wins 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."

McCall, Idaho 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 Castle Rock, WA; Rising Sun, IN, and Jonesville, MI.

McCall competed in the population category of under 3000, receiving a prestigious four bloom rating winning the population category.

The judges, Cindi Cope and Ed Rhinehart, commented, "Congratulations to McCall, Idaho on earning a FOUR BLOOM rating and winning your population category as a result of your efforts at continuous improvement in all the evaluated criteria. We thank the McCall in Bloom committee and Carol Coyle, chairperson, for all of their hard work and dedication to the continued beautification efforts for their city. This is the third year of participation in AIB and the support they have received from the municipal government, business owners, and resident volunteers is outstanding! And it is still growing and blooming."

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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