



For Immediate Release

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P. Allen Smith Keynote Speaker at "America in Bloom" Announcement

Little Rock, AR— Award-winning designer, gardening and lifestyle expert P. Allen Smith announced an upcoming speaking engagement. The America in Bloom Symposium and Awards will be held in Fayetteville, Arkansas on Sept. 20 to 22. Smith will deliver the keynote address at the 11th Annual *America in Bloom* (AIB) Symposium & Awards Program on Friday, September 21 at 8:30 a.m. on September 21. This year's program features the best in the field of public horticulture and tourism.

Experienced AIB civic leaders and mayors will share the benefits they've witnessed from AIB participation and why they come back year after year. Many towns use the competition to jumpstart beautification efforts. In addition to two solid days of education and tours, the 2012 AIB Awards Program will shine a spotlight on the best efforts from towns participating in this year's competition.

Arkansas native son P. Allen Smith is one of the best known and most beloved lifestyle and gardening experts in America. He has worked closely with his home community of Little Rock, Arkansas, as well as with other cities to enhance the public assets of his Natural State with quality landscaping and beautification projects. Smith will share some of his personal experiences working with civic groups using plants that can withstand urban pressures to beautify and create great public spaces.

Smith's keynote will address the topic Great Design & Tough Plants – The Key to Beautiful Communities. Smith notes, "America In Bloom celebrates and recognizes the great things that communities and their community leaders are doing to promote 'plant pride' in America. Anything that encourages more gardening and more landscape projects is a worthy-while endeavor that is good for our economy and good for our urban environments." This national conference draws hundreds of community leaders and active citizens from across the United States.

Proven Winners partners with America in Bloom to award an annual Proven Winners® Landscaped Areas Criteria Award. Marshall Dirks, Director of Marketing, for Proven Winners®

explains, "We at Proven Winners believe that Allen is a great fit for this event as a keynote participant. As a result Proven Winners is delighted and proud to sponsor him to address this distinguished audience. Allen is a long time, valued partner of Proven Winners because of his horticultural expertise and his valuable insights and for his ability to communicate our brand values to the public."

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About P. Allen Smith

P. Allen Smith is an award-winning designer, gardening and lifestyle expert and host of two public television programs, P. Allen Smith's Garden Home, P. Allen Smith's Garden to Table and the syndicated 30-minute show P. Allen Smith Gardens. Smith is one of America's most recognized and respected design experts, providing ideas and inspiration through multiple media venues. He is the author of the best-selling Garden Home series of books published by Clarkson Potter/Random House, including Bringing the Garden Indoors: Container, Crafts and Bouquets for Every Room and Seasonal Recipes from the Garden. Allen is also very active on social media such as Twitter, Facebook, Allen's Blog and YouTube as well as on the new eHow Home channel. His design and lifestyle advice is featured in several national magazines. Learn more at <http://www.pallensmith.com>.

About America in Bloom

America in Bloom (AIB) is an independent, non-profit 501(c) (3) organization encouraging nationwide beautification programs, personal and community involvement, educational programs, and the challenge of a friendly competition among participating communities across the country. To date, more than 170 communities in 38 states have participated in the AIB program. For more information visit the website at www.americainbloom.org.

About Proven Winners

Proven Winners is the #1 Brand in Plants and Proven Winners searches the world to find and select plants which are clearly superior to others of their type and are then tested in their global field trials. Proven Winners plants are easy to grow and care for, covered with blooms, bright and colorful, all-season bloomers, and are disease free.

Proven Winners continues to work hard to provide the best in new plants, production materials and methods, as well as furthering plant knowledge. They remain committed to providing more beautiful gardens through education and service to gardeners everywhere. Contact them at 1-877-865-5818 or at provenwinners.com.