



MEDIA RELEASE

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Racine, WI America in Bloom Awards Results Announced

(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."

Racine, WI 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 Fayetteville, AR and Springfield, OH.

Racine competed in the population category of 50,001 to 100,000, receiving a prestigious four bloom rating and a criteria award for overall impression. A criteria award is considered a "best of the best award".

The judges, Bruce K. Riggs and Marlborough Packard, commented, " Congratulations on your first year of participating in the America in Bloom national awards program. Welcome to the America in Bloom family of towns and cities that are working hard to improve quality of life for their residents.

The City of Racine, Wisconsin in the past decade has transformed the downtown into a vibrant economic and social node. The harbor has morphed from a commercial center into a regional recreational hub. Many new businesses have located downtown and the marina is a focal point for many Lake Michigan recreational events. The lake edge trail serves cyclists, pedestrians and boaters. Just off the shoreline the city offers a diversity of food and other commercial offerings. In addition to the commercial offerings the city center offers multiple cultural and heritage based amenities, 82 parks, and multipurpose natural areas. Indeed, Racine is a must go to destination."

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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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