



# MEDIA RELEASE

## **FOR IMMEDIATE RELEASE**

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## **Fayetteville, AR Wins America in Bloom Award**

(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."

Fayetteville, AR 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 Springfield, OH and Racine, WI.

Fayetteville again won the population category of 50,001 to 100,000, receiving a prestigious five bloom rating and a criteria award for heritage preservation. A criteria awards is considered a "best of the best award". These achievements move Fayetteville into AIB's new category of Circle of Champions, for towns which have a combination of three population and/or criteria awards.

The judges, Bruce K. Riggs and Marlborough Packard, commented, "This is the eleventh year that this city has participated in a bloom program and every year has been a success. You have always taken the judges suggestions seriously and the suggestions have always been offered in the spirit of making this city an exemplar among cities. The relationship between AIB and Fayetteville has been long lasting, positive and strongly collaborative."

In addition, Marilyn Heifner, Fayetteville Advertising and Promotion Commission executive director, received the John R. Holmes III Community Champion Award which recognizes an individual who exemplifies community leadership through actions that reflect AIB's mission. Ms.Heifner has demonstrated a vision and selfless commitment to moving the community forward.

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

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*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](http://www.americainbloom.org).*

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