



MEDIA RELEASE

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Holland, MI 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."

Holland, MI 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. An additional competitor in this category was Winter Garden, FL.

Holland competed in the population category of 25,001 - 50,000, receiving a prestigious five bloom rating, and a special mention for its Environmental Efforts, a special award for its community garden program, and a criteria award for its Environmental Efforts. A criteria award is considered "best of the best: among all participating towns. These awards, coupled with last year's results, move Holland into AIB's new category of Circle of Champions, for towns which have a combination of three population and/or criteria awards.

The judges, Sue Amatangelo and Ed Hooker, commented, "We were impressed with the many accomplishments the Holland in Bloom program has achieved in just a short few years. The level of volunteerism in Holland is outstanding and the commitment to a wide range of environmental issues is amazing. You set lofty goals, establish committees with the right stakeholders, and then successfully implement programs that benefit the City of Holland and the region. We experienced a community that has come together to plant pride."

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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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