

**Laura – please send this release on or before June 25 to the Estes Park, CO press list.**

For immediate release.

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### **America in Bloom Judges to Visit Estes Park, CO**

Judges from the America in Bloom (AIB) national awards program will visit Estes Park, CO on July 11 and 12. This is Estes Park's first year of participation in the program. They are one of 28 participants across America working on local revitalization programs with the hopes of receiving a prestigious America in Bloom national award.

Estes Park is competing against Greendale, IN; the University of Findlay; and Belpre, OH in the 4,001 to 7,000 population category.

Judges are Evelyn Alemanni and Billy Butterfield.



Evelyn Alemanni



Billy Butterfield

**Evelyn Alemanni** is a self-employed writer and award winning gardener from Elfin Forest, California. She has judged for the America in Bloom program since 2003 and also serves as an international judge for the Canadian Communities in Bloom program and for the international LivCom Awards; experiences which Evelyn says has given her the opportunity to share wonderful ideas and inspirations with communities in many countries, and to build networks of people committed to improving their hometowns. By the end of 2013, she will have judged 109 towns in 8 countries. Evelyn chairs AIB's external relations committee and serves on the board of directors. She is the creator/author/designer of the "Ten Years of Best Ideas" book and donated the rights to the book to AIB as a fundraiser.

In 2001, Good Morning America named Evelyn's garden one of the five best in the U.S. San Diego Home/Garden Lifestyles has twice named it one of its gardens of the year. Garden Ideas and Outdoor Living featured it on its cover. It has also been in Garden Shed, Better Homes and Gardens, Gardens, Decks and Landscapes and many other garden-related magazines.

Alemanni said, "Estes Park is a popular tourist destination in beautiful Colorado. I'm looking forward to learning about their ongoing innovative efforts to enhance quality of life not just for tourists, but for residents."

**Billy Butterfield**, of Orlando, Florida, has been active in the landscape field for 35 years. His experience is in the areas of commercial and industrial landscape management. Billy is the manager of AmeriScapes Landscape Management Services, LLC, a landscape management company he started in 1995 which now has grown into a \$4 million operation covering four central Florida counties.

Billy is a Certified Pest Control applicator and is licensed in Aquatics through the Florida Department of Agriculture and Consumer Services. Billy is an irrigation specialty contractor, an FNGLA Certified Landscape Contractor and Certified Horticulture Professional, and is a Certified Landscape Professional through Planet. He currently serves on the Orange County Farm Bureau, the Orange County Ag Advisory Board as Chairman, and on the Action Chapter Board of the Florida Nursery, Growers, and Landscape Association as past president.

Participants in this year's AIB national awards program have opportunities to receive recognition in the following areas:

- Bloom rating
- Population category winner
- Outstanding achievement award – the “best of the best” over all participants in each of the six evaluated criteria.
- Special mention – for what the judges deem to be an extraordinary project or program.
- Community Champion
- YouTube Video
- Population category winners are invited to participate in international competition via the Communities in Bloom program in Canada.

To date, more than 200 towns and cities from 41 states have participated in the program and more than 20 million people have been touched by it. Awards will be announced on September 21, 2013 at AIB's National Symposium and Awards, held this year in Orlando, FL.

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America in Bloom is a non-profit 501c3 corporation whose mission is to promote nationwide beautification through education and community involvement by encouraging the use of flowers, plants, trees, and other environmental and lifestyle enhancements.