



MEDIA RELEASE

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Castle Rock, WA America in Bloom Awards Results Announced

(COLUMBUS, OH): Top honors for the prestigious 2014 America in Bloom national awards program were announced at the annual awards held in Philadelphia, PA on October 4.

America in Bloom executive director, Laura Kunkle, said, “America in Bloom is helping participants of all types achieve their potential. Every year our participants raise the bar, and the accomplishments and progress shown by this year's towns and cities is again remarkable.”

All participants were evaluated on six criteria: overall impression, environmental awareness, heritage preservation, urban forestry, landscape, and floral displays. Additionally they were judged on their community involvement across municipal, residential, and commercial sectors. America in Bloom is the only national awards program that sends specially trained judges to personally visit participants and provide a detailed written evaluation that can be used as a guide to future improvements.

Jack Clasen and Melanie Riggs, specially trained AIB judges, visited towns of similar populations and spent two days touring each town, meeting municipal officials, residents, and volunteers. Other competitors in the less than 3,500 population category are Bad Axe, MI; McCall, ID; and Echo, OR.

Castle Rock received a four bloom rating and a special award for having the best hanging basket/container program.

In addition, they received a special mention for their floral displays.

Importantly, Nancy Chennault was selected to receive AIB's John R. Holmes III Community Champion award which is given to only one person in the entire country each year.

The judges said, “Blooming planters are at the essence of the Castle Rock in Bloom group. It has been like a fever, getting more intense as time goes by. On the main streets there are hanging baskets on the lampposts, large city planters and storefront planters cared for by the shopkeepers. Rarely do we see such extensive involvement of businesses in the downtown floral plantings. The floral plantings exhibit a terrific sense of design, excellent use of plant material displaying superior choice attributes, balance of color, and great growing techniques.

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Congratulations to Castle Rock!

Registrations for the 2015 national awards program can be submitted until February 28, 2015. Eligible participants include towns, cities, college and university campuses, business districts, military installations, and recognized neighborhoods of large cities.

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 enhancement.

For more information, visit www.americainbloom.org.

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