



MEDIA RELEASE

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Echo, OR 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 Castle Rock, WA.

Echo received a four bloom rating and a special mention for their floral displays.

The judges commented, “The planters are top notch in Echo, Oregon. They are overflowing with colorful bright flowers, and these planters demonstrate a superior use of good design. While Diane Berry is the driving force of this program to plant and maintain flowers throughout the city they are planted and maintained by city staff.

The centerpiece of the flower ‘boom’ in this town of Echo is city hall where hayrack planters and hanging baskets adorn the building and are all overflowing with bright colorful annuals. They have also thoughtfully and creatively placed floral displays throughout the city. Hanging baskets are on the new light posts; free standing planters with horsehead motifs reign along the main streets; in-ground planting beds with unique artifacts all provide a welcoming festive spot of color. This year art was added to the planters. Eight 20” square custom planters were created for the downtown by artist Chris Huffman.”

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Congratulations to Echo!

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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