



MEDIA RELEASE

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Holland, MI 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.

Linda Cromer and Jack Clasen, two 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 24,001 to 50,000 population category were Winter Park, FL; Santa Paula, CA; and Henderson County, NC.

Holland received a five bloom rating, won its population category and received an outstanding achievement award for its floral displays. Only one of these awards is given each year. In addition, Holland won the YouTube video award which carries a \$1500 prize.

The judges said, “Flower power is at full strength in Holland, Michigan. From Tulip Time in early spring when more than 400,000 tulips dance gaily across the community, until Jack Frost nips the 130,000 annuals grown in municipal greenhouses to replace the spent bulbs, this community shines as brightly as a rainbow. From Holland’s lively downtown scene to its expansive parks and quiet residential neighborhoods, it’s all about the blooms, baby. It doesn’t just happen...talented and hardworking Parks Department staff get a helping hand from city government, the business community, residents, and an energetic volunteer base. Hats off to Holland for their floral displays.”

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Congratulations to Holland!

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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