



MEDIA RELEASE

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Morro Bay, CA 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.

Evelyn Alemanni and Bruce Riggs, 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 10,001 to 15,000 population category were Coshocton, OH; Pella, IA; and Washington, MO.

Morro Bay received a four bloom rating and a special mention for its floral displays and landscaped areas.

The judges said, “Morro Bay demonstrates what can be done to create beautiful landscapes without turf and by using native plants, succulents and cactus, and plants suited to a Mediterranean climate. Despite a record drought, Morro Bay’s gardens and parks thrive due to careful plant selection, drip irrigation, and the thoughtful application of mulch to preserve soil moisture.”

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Congratulations to Morro Bay!

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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