



MEDIA RELEASE

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Wisconsin Rapids, WI 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.

James Sutton and Karin Rindal, 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 15,001 to 19,000 population category were Ottawa, IL; Arroyo Grande, CA; and Holliston, MA.

Wisconsin Rapids received a three bloom rating. In addition, they received a special mention for their floral displays.

Judges said, “Wisconsin Rapids is a city with rich heritage and a bright future. The heavily used river and the extensive park system combine to give a strong recreational use to this area. Active community members have begun to take the initiative to revitalize this beautiful setting along the Wisconsin River. Both neighborhood cleanup projects and downtown beautification efforts are well underway. The Mayor’s Council on Beautification is a strong, hard-working group that is making a difference in the community and the economy. They meet regularly and represent a good cross-section of the city. Residents, business owners, and service organizations are becoming united in their interest and initiatives to make Wisconsin Rapids a more vibrant community. ”

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Congratulations to Wisconsin Rapids!

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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