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PRESS RELEASE

FOR IMMEDIATE RELEASE

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College and University Campuses Invited to Participate in National Awards Program

America in Bloom (AIB) announced that registration is open for its 2013 national awards program. The program honors efforts for livability in communities of all types. Participants are evaluated on their efforts in horticulture, heritage, and environment across residential, commercial, and municipal sectors. Community involvement is also considered.

This year, in response to many requests, participation is being expanded to again include college and university campuses.

America in Bloom executive director, Laura Kunkle, said, "College campuses, in their own right, are communities and towns. It is important that we recognize the efforts of their leadership and residents to create beautiful, livable, and sustainable communities. The quality of life at a college campus for students and faculty is important to the institution's overall success. We are so excited to welcome them back to the program after an absence of a few years."

To help entrants get started with their America in Bloom participation, an AIB Startup Kit (ASK) is available and includes everything needed to get involved in the program. It can be ordered at no cost online at www.americainbloom.org.

Registrations are due by February 28, 2013. Those who register by December 31, 2012 will receive a gift of America in Bloom's "Ten Years of Best Ideas" book, which offers 2,000 best practices and photos from past participants. The registration fee is on a sliding scale based on population size and type of entrant. However, participants who recruit a new entrant are eligible to receive a 25% discount for each new entrant they recruit.

Based on successful models in Europe and Canada, America in Bloom is now in its twelfth year. The program has had 200 participants from 40 states and more than 20 million lives have been touched by it. It is the only program of its kind that sends a team of two specially trained judges who spend time in

participating locations providing on-site coaching and mentoring, followed by a written evaluation which is sent after the awards program in September.

More information about the program and a registration form can be found at www.americainbloom.org.

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America in Bloom is a non-profit 501c3 corporation whose mission is to promote nationwide beautification through education and community involvement by encouraging the use of flowers, plants, trees, and other environmental and lifestyle enhancements. Awards will be announced on September 19-21, 2013 at AIB's National Symposium and Awards, held in Orlando, Florida.