



MEDIA RELEASE

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Catskill, NY 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.

Susie Stratton and Sue Amatangelo, two specially trained AIB judges, visited towns of similar populations and spent two days touring each town, meeting municipal officials, residents, and volunteers. Catskill competed against Belpre, OH; Brewton, AL; Estes Park, CO; and Greendale, IN in the 4,501 to 10,000 population category.

Catskill received a three bloom rating. They also received a special mention for their efforts to renovate the Factory/Water Street Plaza, as well as the Catskill Creek Walkway Loop & Pedestrian Enhancements.

The judges said, “Since your first year in America in Bloom, Catskill has gone through a number of changes and continues to work on making their community a better place to live each and every day. With the help of a number of volunteers and the growth of that volunteer base with each passing year the community will thrive and take on a transformation that will make a long-lasting difference in your community.”

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Congratulations to Catskill!

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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