



MEDIA RELEASE

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McCall, ID WINS America in Bloom Awards

(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.

Jack Clasen and Melanie Riggs, 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 less than 3,500 population category are Bad Axe, MI; Castle Rock, WA; and Echo, OR.

McCall won their population category and received a four bloom rating. In addition, they received a special award for the most creative idea for fundraising. With all their accomplishments in the America in Bloom program over the years, they have now moved into the Circle of Champions.

In addition, they received a special mention for community involvement.

The judges said, “McCall, Idaho is truly a magical city sitting at the edge of Payette Lake surrounded by mountains, ridges, forests and bits of snow on the distant mountains. We could feel the love for McCall that is shared by residents who live in this place. They are out on the lake in all seasons; skiing and snowshoeing in the depths of minus degrees of winter days and working to help preserve the dark sky. They strive to make McCall a better place for all. If someone gets an idea, it's usually good and they do it. Subsequently, McCall attracts tourists who flock here for summer, fall and winter.”

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Congratulations to McCall!

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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