

FOR IMMEDIATE RELEASE



People, Plants and Pride...Growing Together In the 2010 Communities in Bloom Program

Surrey – May 18, 2010 BRITISH COLUMBIA COMMUNITIES IN BLOOM (BC CiB) is pleased to announce the involvement of 25 communities in this year's evaluation program.

PROVINCIAL PARTICIPANTS:

- Interior - Clinton and Sun Rivers Golf Resort Community;
- Kootenays - Kaslo;
- Lower Mainland - Harrison Hot Springs, Hope, Kent (Agassiz, Harrison Mills);
- Okanagan - Kelowna, Oliver, Vernon;
- Sunshine Coast - Powell River;
- Vancouver Island - Port McNeill, Qualicum Beach, Sooke

NATIONAL FINALISTS:

- Central Interior - Prince George, Quesnel;
- Interior - Ashcroft, Kamloops, West Kelowna/Westbank First Nation;
- Kootenays - Castlegar, Trail;
- Lower Mainland - Mission, White Rock;
- Peace River - Chetwynd, Fort St. John
- Vancouver Island - Campbell River

Each of these communities has formed their own Communities in Bloom Committee to spearhead initiatives within their local environment. Successful committees find ways to improve their community with projects often completed with volunteer help. Because of these efforts we recognize that all communities are winners and should be proud of their accomplishments.

In July, two judges will visit each community to measure local efforts and view at least 80% of their area. Judges use a detailed evaluation form to determine the "Bloom Rating" for the community, with 5-Blooms being the top rating. Judges evaluate on the following criteria:

- Community Involvement
- Tidiness Effort
- Environmental Action
- Heritage Conservation
- Urban Forestry
- Landscaped Areas including:
Turf and Groundcover
- Floral Displays

The Communities in Bloom program values a high level of co-operation between individuals, businesses, service clubs and local government to make visible improvements within their community. The judge's evaluation report acknowledges the positive with valuable suggestions to help the community recognize their future potential.

All Provincial Participants will be awarded a bloom rating and supplied their evaluation report at the 7th Annual BC CiB Awards weekend hosted this year by the enthusiastic community of Hope from September 24-26, 2010.

The results of the National Edition will be announced at the National Symposium on Parks & Grounds and Awards Ceremonies, hosted in Halifax Regional Municipality, NS, Oct. 27-30, 2010. All national finalists will be recognized during the event, and receive their bloom rating, special recognition and completed evaluation report.

BENEFITS

People and businesses want to be associated with an attractive looking community, which is particularly important to potential residents, investors, visitors, developers, realtors and others. It is also true that many residents and businesses want real environmental integrity built into their communities, in addition to attractive seasonal plants and flowers. Education of good horticultural practices has become more important than ever.

A visible valuing of the community's natural and architectural heritage also sends a reassuring message that the area honours its past as a solid foundation for future growth and development.

Communities in Bloom is: People, Plants & Pride...Growing Together

- 30 -

For more information please contact:

Provincial Office:

Catherine Kennedy, BC CiB Executive Director – Phone (604) 576-6506

Email: c.kennedy@telus.net or Website: www.bccommunitiesinbloom.ca

Suite 102, 5783 – 176A Street, Surrey, BC V3S 6S6, Tel: (604) 574-7772 Fax: (604) 574-7773

National Office:

Ann Carrière, Directrice générale - Executive Director – Phone (514) 694-8871

Email: anncarriere@cib-cef.com

www.collectivitesenfleurs.ca * www.communitiesinbloom.ca