greenPROFIT

Front Lines

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# AIB/25/250

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In a cool coincidence (or perhaps someone had some amazing foresight 25 years ago), the industry's leading beautification program, America In Bloom, is turning 25 this year, going along with the 250th anniversary of the founding of our beautiful country!

It's a great time to get involved with the program, which in its 25 years has encouraged 480 communities in 44 states to improve their quality of life through horticulture.

"Horticulture professionals understand better than anyone how plants transform spaces," said AIB President-Elect Mason Day in an announcement about this year's program. "When industry leaders champion America In Bloom in their own communities, they not only elevate local pride and beautification efforts, they create business opportunities, strengthen customer relationships and help communities thrive in measurable ways."

Anyone can spearhead a community's involvement, including retailers, landscapers, growers, community leaders. Think about it—if your goal is to be a meaningful and lasting part of your community and create relationships with residents, what better way to give back to your community than to help beautify it? Visit americainbloom.org to find out more details, but don't delay—the deadline to register a community is February 28!

Also, this year is a prime opportunity to really highlight multiple aspects of horticulture and history. One is, naturally, through red, white and blue plants, combinations (like the one pictured) and accessories. I also saw a cool idea from Burpee of 250th anniversary garden kits, like Martha Washington's Kitchen Garden, the Thomas Jefferson Revolutionary Garden kit and more.

How will you recognize and celebrate our nation's anniversary? If you have a great event, idea or program, let me know at jpolanz@ballpublishing.com. **GP**

Main image: One example of plantings in Brewton, Alabama, an America In Bloom participant.

Hanging Basket: Betsy’s Flag combo from Proven Winners.