

# News Release

July 12, 2011



## Leduc to compete on the CIB international stage – International Communities in Bloom judges are set to visit July 22 – 24

The City of Leduc is set to enter the international Communities in Bloom (CIB) arena squaring off against seven communities in the International Challenge – Large Category.

The International Challenge program judges international communities, and its citizens, on all accomplishments spanning the municipality, along with private, corporate and institutional sectors. This program includes eight criteria to assist the CIB judges and jury for overall evaluation:

- Tidiness
- Environmental action
- Heritage conservation
- Urban forestry
- Landscaped areas
- Turf and groundcovers
- Floral displays
- Community involvement

“Communities in Bloom is a renowned international not-for-profit organization committed to bolstering community pride and beautification while reminding communities to be environmentally responsible,” says Jason Simituk, community development coordinator for parks planning. “Leduc has a proud and successful history with CIB and we would like 2011 to be another spectacular year. In anticipation of the judges’ arrival, we’re asking residents to assist us in keeping our community clean.”

Residents can participate in various ways, such as by planting Leduc’s civic flower, the daylily, picking up litter, volunteering or yard maintenance.

Other communities in this category include Arroyo Grande, California USA, Toda City, Japan, Lytham, UK, Charlottetown, PEI, Pembroke, ON, Rosemere, QC and Westmount, QC.

In 2009, the City of Leduc was a national CIB winner for communities with a population between 20,001 to 55,000. Last year, Leduc received five-out-of-five blooms and were recipients of the Scotts Best Child Run Edible Garden award. The City of Leduc has participated in CIB since 2000.

For more information, visit [Leduc.ca](http://Leduc.ca) or call (780) 980-7177.

— 30 —

### **MEDIA CONTACT:**

Mariann McLaughlin, Communications Coordinator  
(780) 980-7171  
[mmclaughlin@leduc.ca](mailto:mmclaughlin@leduc.ca)