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## **FOR IMMEDIATE RELEASE**

### **NEWS RELEASE**

July 3, 2018

[Sooke, BC]

### **Sooke is a “Community in Bloom” once again**

The District of Sooke is participating in the British Columbia “Communities in Bloom” program for the eighth time this summer.

Sooke will host two judges from Communities in Bloom on July 16 – 18, 2018. The judges will evaluate our community on six criteria, consisting of:

- Tidiness
- Environmental Action
- Heritage Conservation
- Urban Forestry
- Landscape
- Floral Displays

Coordinated by the Sooke Program of the Arts Committee, the judges will travel through Sooke with municipal representatives, highlighting various new and innovative improvements to our town, concentrating on four sectors of evaluation: Municipal, Business and Institutions, Residential and Community Involvement.

The provincial organization uses the tagline “People, Plants and Pride...Growing Together” and describes itself as “a province-wide recognition and bloom award program providing a framework for municipal participants to reinvigorate and enhance their communities liveability.”

Enhancing Community Livability is a top strategic priority of District of Sooke Council.

“The Communities in Bloom program is an excellent opportunity to promote the landscaped and natural beauty of Sooke”, says Mayor Maja Tait. “Sooke’s participation also allows us to come together with community organizations, business owners and individuals to celebrate the many progressive environmental, beautification, and cultural enrichment activities of our community. I wish to express my gratitude to members of the Sooke Program of the Arts Committee, as well as the community volunteers, businesses and residents of Sooke who have participated this year.”

Sooke has received the highest rating of “5 Blooms” for the last 4 evaluation years and organizers are optimistic the judges will again be impressed with the community pride that is evident in local initiatives.

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Please visit the Communities in Bloom website at <https://www.bccib.ca/> for further information on the organization.

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