

# GROWERTALKS

## GT in Brief

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## Register for America in Bloom

*Chris Beytes*

If you're looking for a way to boost sales and show your community spirit, why not register your city, town, village, borough or burg for the 2017 America in Bloom competition? We know of no better program for fostering beautification using our stuff—annuals, perennials, trees and shrubs. We reported on the nearby town of Batavia, Illinois, and their venture into AIB way back at the program's inception, and it was thrilling to see schools, churches, scouts and the town barber all get together to make the town pretty.

It can be a great promotional tool for you as a local grower or retailer, as well.

You can learn more about the program and register at [www.americainbloom.org](http://www.americainbloom.org). GT