

# **NORTHUMBRIA IN BLOOM**

**2.9.07 – FOR IMMEDIATE USE**

**DIARY DATE: MONDAY 10 SEPTEMBER 2007**

This year's Northumbria in Bloom Awards will be announced at the Temple Park Sports Centre, South Shields, at 10am on Monday 10 September.

Over 200 representatives from across the Northumbria Region from Berwick to Cleveland will discover how well their communities have done this year.

The North East awards began in the 1960s. Their aim is to encourage everyone to take care of their local environment and to clean and brighten it up using trees, shrubs and flowers. Taking part improves community spirit and increases the public's pride in the place where they live.

This year 76 communities large and small have achieved medal winning status.

The competition covers every type of community from large cities to small villages, urban communities to seaside towns.

What many people don't realise is that community involvement is as important as floral displays and that cleanliness, conservation and sustainability also win valuable points towards a medal.

Judges award extra points where volunteers are as involved as the local authority and where local businesses join in with extra manpower or sponsorship support.

Northumbria in Bloom also awards prizes in recognition of more individual achievements such as best voluntary project, best pub, best school garden and best care home, and the standard is rising every year.

"Northumbria in Bloom has done a great deal to improve the quality of life throughout the region, not just for the winning entries but for everyone taking part," says chairman Eileen Burn.

"I congratulate all those awarded medals in this difficult year for their hard work and commitment. They really do make the world a better place to live in whatever the weather throws at them."

.

Following last year's successful launch, the Neighbourhood Awards have attracted entries again this year. They were set up by Britain in Bloom for beginners to encourage small groups to have a go at improving their local area. In these awards the groups are supported and advised by the Northumbria in Bloom judges. They are marked accordingly until they feel confident enough either to take part in the main competition or to continue as a stand-alone entry. The awards will be presented at the ceremony in South Shields on 10<sup>th</sup> September.

**END**

**EDITORS:**

**A FULL WINNERS LIST WILL BE RELEASED TO PRESS SUNDAY 9TH  
SEPTEMBER**

**Please contact us if you wish to send a reporter**

**CONTACT:** Mrs Eileen Burn 01434 270228 (tel) or 07889 794888 (mob)

email: [carrycoats@btopenworld.com](mailto:carrycoats@btopenworld.com).

The contents of this email and any files transmitted with it are confidential, proprietary and may be legally privileged. They are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the sender. If you are not the intended recipient you may not use, disclose, distribute, copy, print or rely on this email. The sender is not responsible for any changes made to any part of this email after transmission. Although this email and any attachments are believed to be free from any virus or other defects which might affect any computer or IT system into which they are received, no responsibility is accepted by Northumbria in Bloom for any loss or damage arising in any way from the receipt or use thereof.