

July 19, 2011

### The Great Curb Appeal campaign begins

*"Everyone likes to be recognized and thanked for a job well done."*  
So says Communities in Bloom Committee chair Nigel Lambeth reflecting on the committee's latest project.

Anyone in Campbell River may nominate their neighbours for outstanding efforts that continuously improve the appearance of their neighbourhood. Just call the City Parks department (250-286-7275) or visit the City of Campbell River website ([www.campbellriver.ca](http://www.campbellriver.ca)) after July 22 to share your good neighbour's street address.

Nominated neighbours will be thanked by a volunteer from the Communities in Bloom Committee and presented with a colourful doorknob hanger, that lets the community know that this effort is recognized and really appreciated.

The campaign runs from July 22 to August 31 after which its success will be evaluated to help decide if it should return next year.

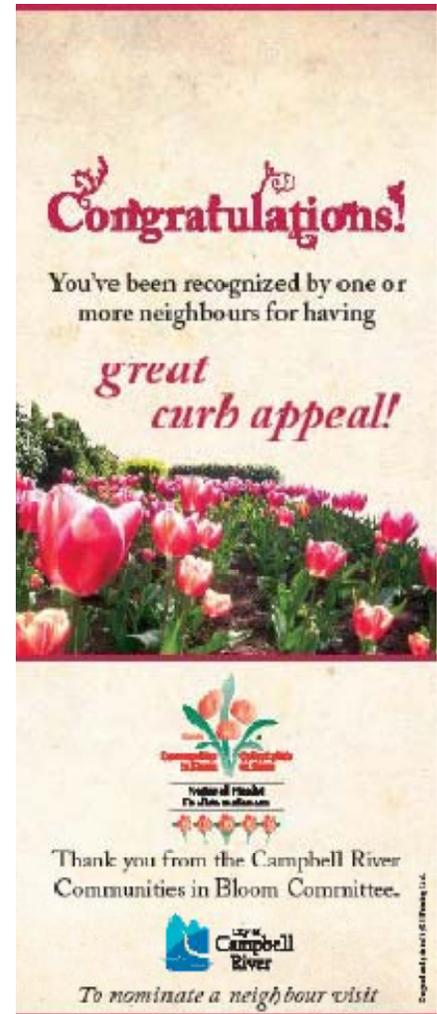
So, if you've often admired your neighbours' properties and the work they do to keep up appearances, now is your opportunity to say "Thanks for a job well done!"



In a related effort, the Communities in Bloom committee will also present an attractive window decal to businesses in Campbell River that demonstrate support for the goals of Communities in Bloom. Businesses with consistently neat and tidy premises will also be recognized.

This initiative, which originated in the Willow Point Beautification survey recently reported upon, will run throughout the year and encompass all types of commercial establishment in our area.

The Communities in Bloom program fosters civic pride, and promotes environmental responsibility, beautification and green spaces through community involvement. People interested in learning more can contact the City Parks Department at 250-286-7275.



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250-286-7275

Photo: Communities in Bloom committee members with recognition campaign door hangers