



City of New Bedford
Jonathan F. Mitchell, Mayor

City of New Bedford
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P R E S S R E L E A S E

Public-Private Partnership Establishes Annual Award to Recognize Beautification Efforts by New Bedford Residents, Businesses and Groups

New Bedford, Massachusetts—**nbbeautiful**, a public-private effort dedicated to enhancing the beauty of New Bedford by encouraging and facilitating community participation in beautification projects throughout the city has created an award to recognize citizens who have beautified a space or building in New Bedford. The first annual New Bedford Beautification Awards will publically honor and commend homeowners, individuals and business owners who showcase civic pride in the outward presentation and appearance of their property. **nbbeautiful** invites the public to nominate beautification projects they believe are worthy of recognition.



“Our goal is to present an award annually in the month of September, which recognizes efforts on the part of New Bedford residents, homeowners and business owners who have beautified their home or business, either through landscaping, or building renovation. It is important that we acknowledge the significant of their beautification efforts not only for their own property, but also for contribution they have made to elevate the quality of life in their neighborhood and in turn in this beautiful city,” said **nbbeautiful** committee member Joan Halter.

nbbeautiful is accepting award nominations in three categories including: 1) RESIDENTIAL LANDSCAPE; 2) NON-RESIDENTIAL LANDSCAPE; 3) SPECIAL AWARD (Project by Boy Scout, Girl Scout Troop, non-profit organization, etc.) Nominations should include landscapes that are visually appealing, inviting, and use materials creatively. Overall enhancement to the neighborhood will also be considered as well as whether plants are drought tolerant and native or locally adapted. One winner from each category will be selected. Each winner will receive an award created by local artist, Jess Bregoli.

Each nominated property will be visited and judged by the Beautification Awards Committee.

Presentation of the Beautification Awards will be made at ceremony on Saturday, September 24, 2016 following the Lower William Street Festival at 6PM at the First Unitarian Church at 81 Eighth St.

Applications are now being accepted for the Beautification Awards, and will be accepted until August 22, 2016. Application forms may be found at City Hall and the main library downtown.

The mission of **nb**beautiful is to enhance the livability of New Bedford by championing public art, providing consulting on horticulture and tree plantings, developing collaboration between volunteer groups, and developing informational guides for citizens and businesses.

The group, known as **nb**beautiful, consists of volunteers organized by the Mayor and co-chaired by Lynn Coish and Jess Bregoli. The group is an all-volunteer committee privately funded by grants and donations. It works closely with the Mayor's Office and other City departments.

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