



PRESS RELEASE

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PIA Interior Plantscape Awards Program Call for Entries

UKIAH, CA – The Plantscape Industry Alliance, PIA, announces a call for entries for the Seventeenth Annual PIA Interior Plantscape Awards Program. The awards program was established to recognize outstanding examples of excellence and professionalism in the interior plantscaping industry. Categories include Design; Installation; Major Renovation; Special Event & Holiday; Silk, Replica, & Preserved; Exterior Garden; Rooftop Garden; Atrium; Technician; and Horticultural Service. Awards levels include Excellence, Merit, and Judges' Award.

Entry documentation can be a time consuming process but is "Well worth the effort." Says Greg Eberly, Designer Greens, Palm Desert, CA. "We utilize our winning projects to enhance our image with prospective clients as a quality interiorscape company. It's a marketing tool that we use in every way we can."

The PIA Awards Program is open to all individuals and firms, including installations managed by in-house companies. A company need not be a PIA member to enter. Entries are not be judged against each other, but rather on their own merit as points are given to each project based on the entry information, photo documentation, and how the project meets the published judging criteria. The deadline for postmarked entries is June 10, 2009.

The award winners will be announced during the PIA Hall of Fame and Awards Banquet at CalScape Expo 2009 at the Flamingo-Harrah's in Las Vegas, NV on the evening of Thursday, October 1, 2009.

For more information contact the PIA office at 707/462-2276 or pia@piagrows.org. Entry forms and judging criteria can be downloaded from www.piagrows.org.

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PIA Mission Statement

PIA's mission is to advance the professionalism of interior plantscapers and industry affiliates through quality programs, educational materials and networking opportunities.