



Cornell University

Cornell Cooperative Extension
Monroe County

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Media Advisory

Blocks in Bloom Tour Thursday, August 29, 2019

The Cornell Cooperative Extension of Monroe County (CCE-Monroe) Master Gardener Volunteer Blocks in Bloom program will be holding a showcase tour on Thursday, August 29, 2019 from 3-5 p.m. in the City of Rochester, NY. Two locations along the Blocks in Bloom “trail” will be highlighted: St. Jacobs St. and Conkey Ave.

Blocks in Bloom aims to bring communities together in the City of Rochester by providing free “tough as nails” perennials to resident participants. CCE-Monroe Master Gardeners educate participants in preparing, planting, and maintaining their front yard flower gardens. Residents build a sense of ownership and pride in their homes and community relationships grow stronger through gardening.

This is the fourth season of the program. Sixteen blocks in NW, NE and SW Rochester with a total of 130 households are participating. Twenty-nine Master Gardener Volunteers are participating in the project with two Master Gardener Volunteers mentoring each block. The program has generously received plant, compost, and mulch donations from Lowes, City of Rochester, garden clubs, including the Rochester Garden Club, and the 1st Unitarian Church plant sale. Since 2015 Blocks in Bloom has served an average of 15 blocks per year. In the last 4 years, 71 blocks and 665 households have been positively impacted by this program.

The Blocks in Bloom program is a wonderful outreach for many reasons – building community, enhancing property values, promoting safe neighborhoods, and encouraging healthy living.

Media are invited for film, photographs or interviews with participants and volunteers. To learn more about this tour, contact Sharon Hancock, Office Coordinator, at 585-753-2550.

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