



GREAT AMERICAN GARDENERS AWARDS

2020 WINNER

COMMUNITY GREENING AWARD

Given for exemplary contributions by an individual, institution, or company that demonstrate the application and value of horticulture to creating livable communities that are greener, healthier, and more equitable.

BLOCKS IN BLOOM



Established by the Cornell Cooperative Extension of Monroe County, Blocks in Bloom debuted in 2015 in the City of Rochester, NY.

The idea was to build community, enhance property values, and promote healthy living in the city's low-income neighborhoods by providing free plants and gardening instruction to participating residents.

The program is led by Master Gardener volunteers, who train residents to prepare, plant, and maintain their front-yard flower gardens. In 2018, a leadership development component was added, enabling experienced residents to become mentors to new program participants.

The program's success is indicated by its growth from serving two blocks with 15 households in 2015 to serving 15 blocks and 135 households in 2019. By design, the program has a sustainable structure—built around volunteers and donated materials—that makes it easily replicable in other communities.