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NEWS RELEASE

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GCA Opens 'Best Garden Center Bathrooms' Competition, Entries Due June 24

CLEARWATER, FL – **Garden Centers of America's (GCA) Best Garden Center Bathroom Awards, now in their sixth year, recognize IGC retailers whose restrooms contribute to the store's favorable shopping experience.** Independent garden centers are encouraged to submit their garden center bathrooms, including, but not limited, to recent renovations and remodels, for this prestigious juried competition.

The deadline for entries is 5 p.m. EDT, June 24, 2016.

The winner of the top honor, the Gold Award, will receive a plaque and one free registration for next year's GCA Summer Tour 2017. Other recognitions will include a Silver Award and several Awards of Merit, honored with plaques.

Last year's GCA Best Garden Center Bathroom Gold Award Winner, Altum's Horticultural Center & Landscape in Zionsville, IN, earned the highest honor for their bathroom upgrades, and the updated facilities continue to give Altum's customers a more cohesive and pleasant shopping experience. "Our bathrooms are now integrated with the remainder of the store, whereas before, they were so dark, dank and industrial that it truly was a disconnect from the overall experience," says Jasna Reitz, Altum's Merchandising Coordinator. "Now, our bathrooms are as welcoming as our front display on the road."

To enter the competition, garden centers should send several photos of their store bathrooms, saved in jpeg file format, along with a brief paragraph about the bathrooms, the concept behind the designs and their benefits to the garden center. This information, along with the name of the store and key contact, address, phone and e-mail address, should be e-mailed to: BestBathrooms@GardenCentersofAmerica.com.

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