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JAN 14 2011

January 11, 2011

His Worship Bruce Evans  
Town of White City  
Box 220  
White City, Saskatchewan  
S4L 5B1

Dear His Worship Evans:

**Re: 2011 *Communities in Bloom* Program in White City**

The Saskatchewan Parks and Recreation Association (SPRA) extends New Year's Greetings to you and your community. We look forward to the possibility of working with you, your residents and staff on the 2011 edition of *Communities in Bloom (CiB)*. You will be an important "champion" for this program that adds to the quality of life experienced in municipalities, through strong civic pride, environmental responsibility and beautification of public and private property.

The *Communities in Bloom* Program provides a focus to bring together existing activities in your community, and to stimulate new ones. You can start small and grow over time, while engaging more participants, projects and initiatives as a result of your successes.

Community enhancement efforts are recognized provincially through friendly competition, based on evaluation and feedback by trained judges. Less formally, recognition is received from existing and prospective residents and visitors, and other municipalities when they see the many spin-off benefits of an attractive community filled with pride and participation. A quality place to live, to work or to invest is the positive image the *CiB* Program promotes.

In addition, Saskatchewan has had community *CiB* efforts acknowledged by being selected as National Winners in their population category. Assiniboia in 2010, Grenfell in 2009 and Unity in 2004 all received positive exposure that benefitted their community in many ways.

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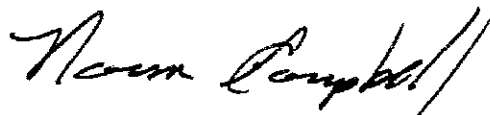
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Every community is a “winner” through their involvement in the Program. Although benefits may be seen immediately, it really is accumulative over time through continued participation by local government, commercial businesses, industries, private property owners and of course, dedicated and persistent volunteers.

Learn more about *Communities in Bloom* by visiting SPRA’s websites: [www.spra.sk.ca](http://www.spra.sk.ca) or [www.communitiesinbloom.ca](http://www.communitiesinbloom.ca), stopping by our booth at the Saskatchewan Urban Municipalities Association (SUMA) Conference on February 1, 2011 in Saskatoon, or by contacting Barry Rogers, SPRA Consultant – Parks and Open Spaces. Barry can be reached by phone at (306)780-9262 or toll free at 1-800-563-2555, or by email at [brogers@spra.sk.ca](mailto:brogers@spra.sk.ca).

Whether as a returning community or a new participant in the *Communities in Bloom* Program, SPRA looks forward to working with you this Spring.

Yours truly,



Norm Campbell,  
Chief Executive Officer  
cc: Barry Rogers, Consultant – Parks and Open Spaces