



OUR ASK:

Please share the content and key messaging within this communication update, we have provided content for both printed and media communications, we thank you in advance for your support.

NEWSLETTER COPY:

The Hamilton Trillium Awards Program is one of the oldest and largest beautification programs in North America and has been a Hamilton institution since 1956. This program has promoted and encouraged community pride through the recognition of excellence in landscape design, maintenance, and effort to beautify properties making a positive contribution to the City of Hamilton's biodiversity.

Over 150 volunteer judges will review and score the nominated front yard gardens in each ward and award the top 20 highest scored gardens in each ward. Two commercial / community properties within each ward will be awarded the Community Trillium Award, formally known as the Award of Excellence. The highest scoring White Trillium gardens from each ward will receive the Pink Trillium Award, one per ward. All Pink Award winners will be considered for a Red Trillium Award, only one Red Trillium Award can be won for the entire City.

All judges will be provided with all the materials, criteria, and training to prepare to select the best gardens based on the goals and criteria of the Trillium Award Program. All winners will be announced in September on the Hamilton Trillium Awards website.

PROGRAM HIGHLIGHTS:

New this year, we've added Biodiversity Excellence to the Trillium Award criteria and rubric:

- Does your garden include native species to Ontario, do you grow and support pollinators?
- Do you have a water feature to support visiting pollinators, and do you practice wise water use?
- Is your garden pesticide free?
- Is your garden invasive species free?
- Are you innovative when it comes to biodiversity, have you installed bird houses, seed libraries or bird feeders?

New this year, we've expanded the Community Trillium Award criteria and rubric:

Hamilton Trillium Awards

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- Is your garden a revitalized, restored, and regenerative space within your community?
- Is there a sense of placemaking, vibrancy and community identity?
- Is there inspiration and space to gather and build strong social connections?
- Does your garden include naturalization, artwork, culture, and traditions?

FOR MORE INFORMATION:

Visit our webpage: <https://www.hamilton.ca/city-council/awards-tributes/trillium-awards>

Trillium Nominations and Judge Registrations Portal: <https://www.hamilton.ca/city-council/awards-tributes/trillium-awards/trillium-award-volunteer-judges>

Contact: trilliumawards@hamilton.ca

ATTACHED PROGRAM POSTER

Letter size (8 x 10)

SOCIAL MEDIA COPY:

Trillium Nominations and Judge Registrations are open, please visit the Hamilton Trillium Awards website to nominate a garden or to register as a Judge: : <https://www.hamilton.ca/city-council/awards-tributes/trillium-awards/trillium-award-volunteer-judges>

For more information about the Trillium Awards Program, please visit our website: <https://www.hamilton.ca/city-council/awards-tributes/trillium-awards>

ATTACHED SOCIAL MEDIA ASSETS:

IG Story (1080 x 1920)

X (1200 x 675)

Facebook (1200 x 630)

SUGGESTED MESSAGING WHEN SHARING ON SOCIAL MEDIA:

Messaging for Trillium Award Garden Nomination:

OPTION 1:

Have you seen any outstanding gardens this year? Consider nominating it for a Trillium Award. Learn more by clicking here: www.hamilton.ca/trilliumawards

Hamilton Trillium Awards

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OPTION 2:

Do you know of a front yard garden worthy of receiving a Trillium Award? Nominate a garden that has outstanding landscaping and floral displays which support a beautiful Neighbourhood. Learn more by clicking here: www.hamilton.ca/trilliumawards

Messaging for Trillium Judges Registration:

OPTION 1:

Do you love to garden? Have a keen eye for outstanding landscapes? Become a Volunteer Trillium Judge Today! Click on the link to register: www.hamilton.ca/trilliumawards

OPTION 2:

Volunteer Judges Wanted! Help recognize some of the City's best-looking gardens. Trillium Judges help make the Trillium Awards Program a success. We provide all the training and materials. Click on the link to register: www.hamilton.ca/trilliumawards