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Contacts: Amy Schwinge, (865) 982-6626, amy@marybethwest.com or
Tyra Haag, (865) 982-6626, tyra@marybethwest.com

Rainscapes Owner Wins Chamber Award

Maryville, Tenn. — Rainscapes Owner and President Clint Allison has been selected by the Blount County Chamber of Commerce as the “Over 40 Entrepreneur of the Year.”

Allison received the award recently at a Chamber ceremony after being nominated by other chamber members for the award.

“Being recognized for our business accomplishments by our peers and the Blount County Chamber of Commerce is quite an honor,” Allison said.

Criteria for the award included:

- Individual must be 40 years old or over.
- The business must be independently owned by the individual nominated.
- The individual must have been in business for two years.
- The business owner must demonstrate innovative marketing and business practices.

Allison certainly met and exceeded many of the criteria. He founded Rainscapes in 1996 as a Maryville-based irrigation company, offering diverse residential and commercial irrigation products and services, including system installations, seasonal irrigation maintenance and landscape lighting and design. In March 2010, the East Tennessee native acquired Duck Irrigation in Knoxville, Tenn., and consolidated the two companies under the Rainscapes name.

Rainscapes is the only irrigation company in greater Knoxville to have a Facebook page where the company promotes its brand, interacts with its customers and provides updates on its services. The company also revamped its website in 2010 and can be found at www.rainscapes.com. Rainscapes uses the website to offer online promotions to its customers and market the brand.

The company aggressively positions itself as the “Irrigation Professionals.” This positioning is supported by the various professional certifications earned by Clint Allison and Rainscapes. From the national Irrigation Association, Clint Allison has been awarded the Certified Irrigation Contractor designation. Rainscapes is also an Environmental Protection Agency WaterSense® Partner as well as a Rain Bird select contractor. Rainscapes is the only area irrigation company to hold all of these designations.

For more information about Rainscapes, please visit www.rainscapes.com.

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