



For Immediate Release  
*Photographs Attached*

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**MEDIA ALERT: THE PIEDMONT PARK CONSERVANCY AND THE NOVEMBER PROJECT  
COLLABORATE TO OFFER FREE FITNESS WORKOUTS TO ATLANTANS**

Free First Friday Workouts

First Friday, January 5, 2018 at 6:27am

Historic Visitors Center at Piedmont Park

Website: <https://www.piedmontpark.org/event/1st-friday-free-workout-november-project/2018-01-05/>

The Piedmont Park Conservancy and the November Project are collaborating to offer free workout sessions to the Atlanta community in 2018. Rain or shine, the event occurs every first Friday each month.

Whether an individual is already in shape or barely makes it to the gym, these workouts are fit for everyone; the purpose is to motivate participants, hold them accountable, and encourage fitness. The types of workouts include cardio, strength training, group exercises, and more.

The workouts begin *exactly* at 6:27am and will last about 45 minutes. Participants will meet at the Historic Visitors Center steps. The next workout will be Friday, January 5.

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*About Piedmont Park Conservancy*

The Piedmont Park Conservancy is a member and donor funded nonprofit organization working in partnership with the City of Atlanta to maintain and enhance historic Piedmont Park. Founded in 1989, the Conservancy raises over \$3 million each year, and has invested over \$66 million in capital improvements for the Park.

*About November Project*

November Project™ is a FREE fitness movement that was born in Boston as a way to stay in shape during cold New England months. Now present in 44 cities around the world, the movement is using a simple sense of accountability ([verbal](#)) to motivate and encourage people of all ages, shapes, sizes and fitness levels to get out of their beds and get moving. The Atlanta tribe started in mid-October 2017 and also meets Wednesday morning at 6:27am on the North Avenue bridge on the Atlanta Beltline. All you have to do is #justshowup. [www.november-project.com](http://www.november-project.com)

*Larger photographs available upon request.*

