



For Immediate Release

*Photographs Attached*

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### **Over \$360,000 Raised at the Piedmont Park Conservancy's Landmark Luncheon**

Record Attendance at Landmark Luncheon

ATLANTA, GA, May 2, 2018 – On Thursday, April 26, over 750 people showcasing big hats and derby-style attire came together for a common cause: to raise necessary funds for the Piedmont Park Conservancy to maintain and enhance Piedmont Park, grossing over \$360,000. A sold out event, this year's Landmark Luncheon focused on Piedmont Park as Atlanta's playground and celebrated Piedmont Park's impact on sports and keeping an active community in Atlanta. The event benefited the Piedmont Park Conservancy, the nonprofit organizations that raises over \$3 million each year for the Park maintenance, programming and community outreach. The luncheon enjoyed a casual conversation with featured speaker Arthur Blank, Owner and Chairman Blank Family of Businesses.

Additionally, the Conservancy honored two outstanding organizations; The Atlanta Track Club with the Legacy Award in recognition of its continued commitment to creating an active and healthy Atlanta, most notably through the AJC Peachtree Road Race. The Green Giant Award recipient was The Coca-Cola Company for its ongoing support of our park-wide recycling and water stewardship programs.

The event was supported by Presenting Sponsor Cox Conserves; Green Giant Award Sponsor – The Arthur M. Blank Family Foundation; Reception Sponsor – Georgia Power; as well as several other sponsors and patrons. All proceeds from Landmark Luncheon support the Conservancy's efforts to maintain and enhance Piedmont Park.

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The Piedmont Park Conservancy is a member and donor funded nonprofit 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 to enhance and maintain the park. Today, the Conservancy manages over 90% of the overall maintenance and security of Piedmont Park.