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For Immediate Release

The Kendeda Fund & Kaiser Permanente make great holiday gifts to Piedmont Park

ATLANTA (December 13, 2011) Piedmont Park Conservancy announces two new gifts in support of their ongoing effort to protect, preserve and enhance Atlanta's most-visited FREE amenity, Piedmont Park.

As part of its implementation of the Master Plan to enhance Piedmont Park, the nonprofit Conservancy opened ten new amenities this year expanding the activated acreage and raising Piedmont Park's accessibility, safety and sustainability features. "With more than 90% of the Phase 1 construction effort already open, the Park is visibly bigger and better than ever but we're not done and so we launched a closure campaign to complete Phase 1 construction on the northern most corridor of Piedmont Park and care for the expansion area," said Conservancy President & CEO, Yvette Bowden. "We have the permits and much of the materials we need. New funds would allow us to get a construction team back on-site and working toward the park's completion. With some luck, new gifts and good weather, the space could be opened next summer," she added.

The Kendeda Fund is supporting the effort with a new challenge grant, which will match gifts to the Conservancy on a \$1 for \$1 basis up to \$1M. "The northern-most corner of Piedmont Park needs to be completed," said Barry Berlin, facilitator for The Kendeda Fund. "Park users and surrounding property owners should see the potential of this land and make sure that it is active as soon as possible." Donor contributions and the Kendeda Fund's generous match will result in path and trail lighting, footbridges along Orme and Clear Creeks, a paved Carriage Road bike path, a mulch trail through a 3-acre hardwood forest and additional pedestrian entrances to the Park.

The organization also received \$250K in seed money from Kaiser Permanente for an amenity conceived for Phase 2, Piedmont Gardens. The feature will ultimately include a community garden, welcome center, outdoor classroom and another playground for the wildly popular park. "Kaiser Permanente of Georgia has been a long-term partner of Piedmont Park Conservancy," stated Carrie Jennison, Conservancy Board Member and Kaiser's CFO. "We share the Conservancy's mission to create a healthier community. Our prior support for their EnviroVentures Summer Camp program and weekly Green Market will only be enhanced by the addition of a community garden in Piedmont Park, where the Conservancy can continue to develop educational programs that promote healthy living in Atlanta," she added.

"My organization is committed to ensuring the Park's sustainability and to the successful completion of the Master Plan vision for Piedmont Park," said Bowden. "These two gifts continue amazing partnerships and will benefit millions of Atlanta's residents and visitors each year. Our sincere hope is that the Park's many fans will be motivated by these new gifts to support Atlanta's Piedmont Park."

About Piedmont Park Conservancy

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 has raised and invested more than \$60 million in private funds for Park improvements and today manages over 90% of the overall maintenance and security of Piedmont Park. Newly opened Park amenities include Legacy Fountain and the Promenade, the wetlands, a re-naturalized Clear Creek, basketball courts, bocce courts, the new aquatic center, the Greystone event facility, an expanded dog park and new lawns.