



## **For Immediate Release**

### **Conservancy Hires New President and CEO, Builds For Future**

**ATLANTA (May 7, 2008)** – Piedmont Park Conservancy announced its new President and CEO, Yvette Bowden to more than 700 members of the business and civic communities at its twelfth annual Landmark Luncheon, Wednesday, May 7. Bowden joins the Conservancy as it nears the completion of a capital campaign to raise \$43 million for phase one of a transformative 53-acre expansion of Piedmont Park. She previously served as Executive Director of the Giving Tree, a nonprofit adoption agency for children with special needs in foster care.

President of the board of directors for the Conservancy, Mark Rusche – partner, Alston & Bird – said he was confident that the executive search process resulted in the hiring of the candidate best equipped to move the organization forward with the \$70 million expansion that will add 40 percent of green space to Piedmont over the next 10 years.

“We are fortunate to have found a dedicated executive with experience in both the private non-profit and public sectors that has the passion and skills to take this organization to the next level,” Rusche said. “Yvette is a tireless, energetic and committed leader who is eager to work with our dynamic staff and Board to manage the Conservancy through its next phase of growth and success.”

Prior to her commitment with the Giving Tree, Bowden served as President of the ING Foundation in the United States. She previously held a position of Vice President of Community Relations and Inclusion for ING Americas. Her experience in the public sector also includes United Airlines, where, as Director of Diversity and People Services, she led global inclusion, work/life, compliance and community outreach efforts on behalf of the airline, and previously held a similar position at United Technologies Corporation.

Yvette was born and raised in New York City and has fond memories of playing in parks and green spaces within the city. She and her friends did not have backyards so the park was where they played, socialized and enjoyed family time.

“The park was always very important to me and I never took it for granted,” she said. “Piedmont Park is a cultural and historic landmark that we must not take for granted, either. I’m proud to join the Conservancy at such an exciting time in the expansion, and excited to help this organization grow to meet the needs of this dynamic, and ever-changing Park.”

Yvette began her career at Reader’s Digest after receiving a degree in human resources management. She later joined its legal team after receiving a law degree from her alma mater – Pace University.

Bowden will replace current President and CEO, Debbie McCown who, for the last decade, has led the organization that oversees the maintenance of the 186-acre Park. McCown will step down May 15 to begin a new life with her husband, Fred Bradley, who is retiring in December after more than 40 years with the YMCA.

Founded in 1989, Piedmont Park Conservancy is a member and donor funded non-profit organization, working with the City of Atlanta to enhance and preserve Piedmont Park as a vital, urban green space and as a cultural and recreational resource for Atlantans to enjoy.

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