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Local Companies Step in to Save Screen on the Green's 2011 Season

ATLANTA (May 25, 2011) Piedmont Park Conservancy today announced the 10th annual Screen on the Green will take place as scheduled on June 2. The popular outdoor movie series was canceled on May 8th due to lack of funding. When local companies learned earlier this month that the Atlanta tradition would not continue this year, they stepped in with overwhelming support. Delta Air Lines, who was already on board as a lead sponsor, is now joined by Georgia Natural Gas who stepped forward twice to ensure that the event would indeed happen this year. Other sponsors include Comcast and The Coca Cola Company.

“As Atlanta’s hometown airline for the last 70 years, we are pleased Delta is able to give back to the city that has given us so much by ensuring that Screen on the Green continues for our neighbors, families and friends,” said Tim Mapes, Delta’s s.v.p. - Marketing. “Our 25,000 employees in and around the city of Atlanta are committed to wonderful community events like this that make our city one for all ages to enjoy and call home.”

“Screen on the Green has been a long-standing summer tradition in the City of Atlanta for both residents and visitors, and I am pleased that the popular movie series will return this year,” said Mayor Reed. “The return of the movie screenings is yet another example of city officials, civic leaders and corporate partners working together to enhance the overall quality of life in Atlanta. I am very grateful to Delta Air Lines, this year’s lead sponsor, and also appreciate the support of Georgia Natural Gas, Comcast and The Coca-Cola Company.”

“We are extremely grateful to our sponsors. They demonstrated a tremendous commitment to their local community,” said Yvette Bowden, President and CEO of Piedmont Park Conservancy. “As soon as the announcement was made that we were canceling the event, individuals from the community contacted us to express their disappointment and companies like Georgia Natural Gas contacted us to offer their support.”

“Georgia Natural Gas (GNG) is honored to step up at this crucial time to help save Screen on the Green,” said Mike Braswell, GNG president and CEO. “We have a longstanding commitment to enriching and improving the lives of metro Atlanta citizens, and this event is an important part of that. We are proud to partner with the other sponsors and with the park conservancy to ensure that Screen on the Green will be a reality this summer, and we look forward to seeing thousands of our fellow Georgians at the park on Thursday evenings in June.”

For five consecutive Thursday evenings this summer, June 2 – June 30, fans will be treated to such hits as *Back to the Future* (1985), *Imitation of Life* (1959), *Sixteen Candles* (1984), *Frankenstein* (1931) or *The Birds* (1963) and *Willy Wonka and the Chocolate Factory* (1971). Piedmont Park Conservancy is inviting viewers to vote for the Viewer’s Choice, the film they want to see on June 23. They will choose between *Frankenstein* (1931) and *The Birds* (1963).

Moviegoers are welcome to bring picnic baskets, food and alcoholic beverages but **no glass containers** can be brought into Piedmont Park. In consideration of others, Screen on the Green attendees are asked to leave pets at home. Umbrellas, high-backed chairs and grills are strictly prohibited. Parking is extremely limited, so please **take MARTA**.

MORE

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Screen on the Green began in Piedmont Park in 2000. Thousands of Atlantans have attended the family-friendly series over the years. Classic movies like *Mommie Dearest*, *Star Wars*, *Casablanca* and *The Wizard of OZ* have helped make Screen on the Green Atlanta's premier outdoor movie festival.

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, 3 acres of hardwood forest, basketball courts, bocce courts, the new aquatic center, the Greystone event facility, an expanded dog park and new lawns.

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