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For Immediate Release

Conservancy Introduces First Annual *Season of Magic in Piedmont Park*

Horse-drawn carriage rides, holiday lights, a carousel, caroling and more begin a new Atlanta holiday tradition

ATLANTA (October 24, 2011) Piedmont Park Conservancy introduces our first annual, ***Season of Magic in Piedmont Park***. The fundraising event kicks off on Sunday, November 20th at 5pm with Baton Bob leading *Naughty or Nice*, a costumed caroling parade inside Piedmont Park with stops to watch structures in the Park come alive with elegant holiday lights. Prizes will be awarded for the naughtiest and nicest costumes for humans and dogs. For the first time, attendees will have an opportunity to see historic Piedmont Park filled with tranquil holiday lights, illuminating every evening through the New Year. The evening will end with an after-party at Park Tavern featuring live music from the new alternative sensation, Scars on 45. There will also be a canine after-party at the Piedmont Park Dog Park.

The seasonal celebration continues through January 1st with daily horse-drawn carriage rides, making Piedmont Park the only Atlanta park with carriage rides. Park visitors are also welcome to stroll through the park and enjoy the festive lights for free. Other ***Season of Magic*** events include a carousel and Legacy Fountain light show, weekly Jingle Mingle holiday socials and family-friendly arts and crafts. The Conservancy will also offer corporate cocktail party packages throughout the season, hosted in Magnolia Hall.

“We wanted to create the perfect destination for families to celebrate the season. I don’t think there’s a more beautiful place in Atlanta to create lasting holiday memories than Piedmont Park,” said Yvette Bowen, President and CEO of Piedmont Park Conservancy. “Piedmont Park, Georgia’s most visited free amenity, will quickly become Atlanta’s premier holiday destination.”

"We are happy to support the Conservancy in its partnership with the City to provide for the continued maintenance of Piedmont Park, Atlanta's most used green space," said George Dusenbury, Commissioner of Atlanta Department of Parks, Recreation and Cultural Affairs.

Season of Magic is conducted in partnership with the City of Atlanta. All funds raised through the program will directly benefit the ongoing maintenance and security of historic Piedmont Park. Visit www.piedmontpark.org for more information on ***Season of Magic in 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, 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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