



For Immediate Release

Photographs Attached

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Over \$300,000 Raised at the Piedmont Park Conservancy's Landmark Luncheon

Record Attendance at Landmark Luncheon

ATLANTA, GA, May 2, 2017 – On Thursday, April 27, over 700 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. A sold out event, this year's Landmark Luncheon focused on Piedmont Park as Atlanta's Canvas and celebrated Piedmont Park's impact on art and entertainment 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 featured several plein air artists painting gorgeous canvases, a talented harpist and a panel presentation with key influencers in the art and entertainment industry. The panel included:

- Virginia Hepner, the President and CEO of the Woodruff Arts Center
- Lee Thomas, Deputy Commissioner Film, Music & Digital Entertainment for the State of Georgia
- Christopher Hicks, Director of The Mayor's Office of Film and Entertainment
- and was moderated by Channel 2 News Anchor Justin Farmer.

Additionally, the Conservancy honored two outstanding individuals: Jim Kennedy, Chairman of Cox Enterprises, Inc., with the Green Giant Award for his commitment to environmental sustainability through the company's Cox Conserves program and his longtime dedication to Piedmont Park. Virginia Hepner, also a panelist, received the Legacy Award in recognition for her tremendous impact on the art community and City of Atlanta.

The event was supported by Presenting Sponsor Cox Conserves; Green Giant Award Sponsor – The Arthur M. Blank Family Foundation; and Platinum Sponsors – The Coca Cola Company and Kaiser Permanente; 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.



