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**For Immediate Release**

## **19<sup>th</sup> Annual Landmark Lunch in Piedmont Park** *Inspiring Smart Growth: The Magic of Greenspace*

*Presenting a panel discussion moderated by Maria Saporta and featuring **Kevin Green**, Midtown Alliance President & CEO; **Mark Toro**, Urban Land Institute Atlanta Livable Communities Chair and **Paul Morris**-Atlanta Beltline, Inc. President & CEO*

**ATLANTA (April 10, 2015)** Piedmont Park Conservancy celebrates over 25 years of preserving Atlanta's favorite park by hosting **Landmark Lunch** on Friday, May 15. **Ginny and Charles Brewer** will serve as Honorary Chairs for this year's event.

Landmark Lunch began in 1997 as an annual fundraiser for Piedmont Park. The first luncheon honored Mayor Ivan Allen, Mayor Bill Campbell, Mayor Maynard Jackson, Mayor Sam Massell and Mayor Andrew Young - the five living Atlanta mayors at that time. For the last nineteen years, Landmark Lunch has been Atlanta's most anticipated spring fundraiser.

As greenspace becomes more and more an important part of the lives of not only Atlantans but of the world, we are excited to have a panel discussion on "Inspiring Smart Growth: The Magic of Greenspace". This panel will be moderated by **Maria Saporta** and will feature **Kevin Green** (Midtown Alliance, President & CEO), **Paul Morris** (Atlanta Beltline, Inc., President & CEO) and **Mark Toro** (Urban Land Institute Atlanta, Livable Communities Chair). This will be a timely discussion on how parks such as Piedmont Park not only benefit our everyday lives but also benefit business, the community and the environment.

Receiving the annual Green Giant Award this year is **Urban Land Institute Atlanta** in recognition of the work they do in helping the City achieve smart growth through education and research. **The Honorable Kathy Ashe** will also be recognized with the Legacy Award for her support and dedication to Piedmont Park and the community

Joining the event this year as Patron Chairs are **Bobbo Jetmundson, Jim Landon, Louise Sams & Jerome Grilhot**, and **Sara & Paul Steinfeld**. They will welcome hundreds of corporate and community leaders who will don their favorite derby attire and meet under the tent atop The Promenade, overlooking spectacular Legacy Fountain in Piedmont Park. Guests will be treated to a champagne toast as they arrive, followed by a delicious lunch featuring delectable, locally sourced cuisine.

Patron and Corporate Sponsorship opportunities to support **Landmark Lunch** are available by contacting Kate Kauffman at 404-875-7275 ext. 223 or [kkauffman@piedmontpark.org](mailto:kkauffman@piedmontpark.org). Individual tickets are available for \$125 per person and may be purchased online at [www.piedmontpark.org](http://www.piedmontpark.org).

All proceeds from **Landmark Lunch** support the Conservancy's efforts to maintain and care for 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 enhance and preserve Piedmont Park as a vital urban green space and as a cultural and recreational resource that enriches the quality of life for all Atlantans. Founded in 1989, the Conservancy has raised and invested more than \$60 million in private funds for Park improvements and today manages the majority of maintenance and security of Piedmont Park.*