



FOR IMMEDIATE RELEASE

Media Contact:

Rachel Whyte

Park Pride

404-546-7969

rachel@parkpride.org

Park Pride Receives Support from PwC Charitable Foundation, Inc. for New Emerging Leaders Initiative

Program offers young professionals opportunity to build leadership skills to become future park champions

Atlanta, GA, December 19, 2016 – [Park Pride](http://www.parkpride.org), the only Atlanta-based nonprofit that engages communities to activate the power of parks, received a \$45,000 grant from the PwC Charitable Foundation, Inc. to support the new Emerging Leaders for the Greener Good initiative.

Park Pride recognizes that great parks increase the quality of life in urban environments by supporting healthy people, strong neighborhoods, vibrant business districts, a robust economy and the natural environment. The nonprofit, that works with nearly 100 local Friends of the Park groups in the City of Atlanta and DeKalb County, believes that involving the next generation of corporate leaders in their mission towards urban renewal and community revitalization through parks is a vital aspect to building momentum behind the city's "parks movement."

"Atlanta's population is expected to double or even triple over the next 20 years," explains Park Pride's Executive Director, Michael Halicki. "Through the Emerging Leaders for the Greener Good initiative, we seek to engage young professionals as parks and greenspace leaders, recognizing the importance of great parks to the livability and resiliency of our urban environment. We're very excited to launch this program with the PwC Foundation and PwC."

Through the Emerging Leaders experience, selected PwC professionals will have the opportunity for hands-on engagement with Park Pride's mission to develop lifelong leadership skills. Working closely with Park Pride staff, City of Atlanta and DeKalb County employees, and members of the Friends of the Park groups and communities at large, they will identify, organize and execute meaningful park improvement projects and community-wide Play Days, efforts that will support the greener good in parks across the city.

"At PwC, and through the PwC Charitable Foundation, we aim to create opportunities for our people to give back as they grow and develop as leaders and professionals," said Shelley Giberson, Managing Partner of PwC's Greater Atlanta Market. "This grant allows our firm and our Foundation to contribute both time, service and dollars to an organization contributing to the revitalization, sustainability, and economic development of one of our local communities. It's a terrific intersection of who we are and what we represent, and we're honored to be able to support Park Pride through this effort."

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About Park Pride:

Park Pride is the Atlanta-based nonprofit that engages communities to activate the power of parks. Working with nearly 100 local Friends of the Park groups, Park Pride provides leadership and services to help communities realize their dreams for neighborhood parks that support healthy people, strong neighborhoods, vibrant business districts, a robust economy and a healthy environment. Park Pride is active in greenspace advocacy and educating both civic leaders and the general public about the benefits of parks, and annually hosts the Parks and Greenspace Conference. Learn more about Park Pride at www.parkpride.org.

About The PwC Charitable Foundation, Inc.

The PwC Charitable Foundation, Inc., is a section 501(c)(3) organization that makes contributions to the people of PwC in times of financial hardship, and to nonprofit organizations that support and promote education and humanitarianism.