

## FOR IMMEDIATE RELEASE

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### **250+ Atlantans invited to “Get Amped” about Valentine’s Day with volunteer project and exclusive concert**

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**February 2 - Atlanta, GA:** [Community Bucket](#) and [Serve to Rock](#), two Atlanta-based organizations that believe in the power of volunteering, and [Park Pride](#), an Atlanta-based nonprofit that engages communities to activate the power of parks, announced plans for *Love Your City, Rock Your City* on Saturday, February 18<sup>th</sup> from 9 A.M.- noon in Kittredge Park. Take a break from flowers and chocolate and join like-minded Atlanta enthusiasts for a unique Valentine’s Day event with a morning of social volunteering, followed by an exclusive concert in the evening.

*Love Your City, Rock Your City* is expected to attract over 250 volunteers to this mega-service project in Kittredge Park. The workday will focus on trail construction, invasive plant removal and beautification throughout the forested portion of the park.

That evening, volunteers are invited to re-group for an exclusive concert at City Winery Atlanta, where ATL Collective will relive Paul Simon’s “Still Crazy After All These Years.”

Jesse Grossman, founder of Community Bucket, said “We started doing *Love Your City* in 2015 because we wanted to put a new spin on Valentine’s Day celebrations in Atlanta. We can always do more for the communities around us, and our hope is this event will make it both fun and rewarding for volunteers who want to show the city how much they care.”

Serve to Rock is a new Atlanta startup working to inspire a habit of serving others.

Founder April Gardner said she has been thinking of an event like this for a long time. “I founded Serve to Rock because I believe that people can be a solution for organizations in need – and that our great city needs volunteers to keep it that way. It’s going to be a blast bringing so many of my personal favorite Atlanta brands, organizations and products together in one day, and the best part is we are doing good – real and lasting good – for a park that needs it.”

Park Pride is no stranger to the Atlanta community, working alongside Friends of Parks group all over the city to ensure we have great, outdoor places to gather.

"Parks have the power to bring people together - they're places where neighbors can meet and engage with each other, strengthening the fabric of our city. For this reason, the *Love Your City, Rock Your City* project will not just provide the obvious aesthetic benefits to Kittredge Park, but it will also have a positive impact on the volunteers themselves and our Atlanta community as a whole, " said John Ahern, Volunteer Manager at Park Pride.

Whole Foods Market is the official presenting sponsor of the event, with other partners including Alternative Apparel, DeKalb County Recreation, Parks and Cultural Affairs, REI, ATL Collective, City Winery Atlanta, Refuge Coffee Company and the Friends of Kittredge Park.

Atlantans are urged to invite anyone they know who loves the city as much as they do to be a part of the day. Registration for the day is open through [www.communitybucket.com/loveyourcity](http://www.communitybucket.com/loveyourcity). The \$10 fee includes coffee, breakfast snacks, a super soft Alternative Apparel event shirt, a tasting of wine at City Winery and access to the exclusive show with ATL Collective.

**About Community Bucket:** Community Bucket is all about improving Atlanta – encouraging more volunteerism, creating more interesting ways to meet people, and tapping into the power of crowds to create positive change. Community Bucket started in the Summer of 2012 with a clear and simple mission – Service Made Social – and the vision to transform how the millennial generation connects in this city. The organization celebrated its' 4th anniversary last Fall, and has since exceeded 12,000 service hours with more than 2,000 passionate volunteers. To learn more or get involved, visit [communitybucket.com](http://communitybucket.com).

**About Serve to Rock:** Serve to Rock sets out to create opportunities that inspire a habit of serving others. By leveraging the world's best brands and bands, Serve to Rock strives to bring together real volunteer needs with people who have the skills to make a difference and then celebrate the collective impact through a unique or exclusive live music experience. To learn more, visit [servetorock.com](http://servetorock.com).

**About Park Pride:** Founded in 1989, Park Pride is the Atlanta-based nonprofit that engages communities to activate the power of parks. Working with over 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 [parkpride.org](http://parkpride.org).