



FOR IMMEDIATE RELEASE

Media Contact:
Rachel Whyte
Park Pride
404-546-7969
rachel@parkpride.org

A “PLAID-TASTIC” EVENT TO TRANSFORM ATLANTA’S PARKS

Local Nonprofit Park Pride Organizes Unique Fundraiser and Celebration for Parks

August 7, Atlanta, GA – Atlanta-based [Park Pride](#), the local nonprofit that engages communities to activate the power of parks, invites Atlantans to take part in a new volunteer initiative this fall with a unique twist: lots of plaid!

On Saturday, November 4th, Park Pride will host the first ever [Plaid Palooza](#) volunteer/fundraising experience in the nationally-recognized Historic Fourth Ward Park in Atlanta, GA. Plaid Palooza offers Atlantans the opportunity to team up, raise funds, have fun, and most importantly, transform parks!

Esther Stokes, a landscape designer who is a board member of both Park Pride and the [Historic Fourth Ward Park Conservancy](#), described the transformational impact Plaid Palooza will have on this park. “Not many people know, but though Historic Fourth Ward Park is globally award winning for its design and function, it is actually unfinished. Many spaces within the park are unplanted while others have become overrun with growth. Plaid Palooza’s volunteers will drastically improve the park, as well as visitors’ experience of it, with the projects they undertake, helping to fulfill the park’s masterplan.” The projects completed during Plaid Palooza will also support wildlife within the park and control erosion.

In advance of the event, volunteers will form teams that compete to raise funds to support [Park Pride programs](#) that benefit parks across the city. “On the day of Plaid Palooza, however,” explains Christina Burnham of Cox Enterprises and leader of the Plaid Palooza planning committee, “the competition *really* heats up between teams who will compete to create the biggest impact in the park through volunteer challenges, and vie to be named the most ‘clad-in-plaid’!” Prizes from REI, Emerald Hare Winery, and more will be awarded to teams and individuals for funds raised and to those most creatively embracing the event’s plaid theme!

Several members of Atlanta’s business community have stepped forward to support this unique and fun fundraising event, illustrating a commitment to greenspace from the following: *Tartan Sponsors:* Cox Conserves / Cox Enterprises. *Houndstooth Sponsors:* AT&T. *Gingham Sponsors:* Brock Built Homes. *Pincheck Sponsors:* Cabot Creamery, REI, Stantec. Sponsorship opportunities are available.

The Plaid Palooza volunteer project will begin at 9 a.m. and conclude at 12 p.m. on Saturday, November 4th, and participants are invited to enjoy a light breakfast with hot drinks at 8:30 a.m. A festive picnic in the park with prizes, games, activities and music will follow from 12 – 2 p.m. Registration is open for Plaid Palooza, and teams and individuals are encouraged to sign up early to meet their fundraising goals. For more information and to sign up, visit the [Plaid Palooza webpage](#).

###

About Park Pride:

Park Pride is the Atlanta-based nonprofit that engages communities to activate the power of parks. Working with more than 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. parkpride.org.