



**FOR IMMEDIATE RELEASE**

Media Contact  
Rachel Maher  
Tel: 404-546-7969  
Email: [rachel@parkpride.org](mailto:rachel@parkpride.org)

**PARK PRIDE HIRES DEVELOPMENT DIRECTOR**

*New leadership will expand Park Pride's Fundraising Capacity*

**Atlanta, GA – December 4, 2017** – [Park Pride](http://www.parkpride.org) has hired Ariane DeLong as the nonprofit's new development director. With a 16-year career in fundraising, donor relations and marketing, DeLong is an experienced leader in Georgia's nonprofit community and will use her expertise to increase the resources available to Park Pride and drive a greater impact within Atlanta's park system.

"Ariane brings a wealth of fundraising experience and a passion for the environment that will be helpful as we deepen engagement with a growing base of supporters," said Michael Halicki, Park Pride's executive director. "It has never been a more exciting time to be working on parks and greenspace in Atlanta. Ariane will play a critical role in our effort to grow Atlanta's parks movement and advance the mission of Park Pride."

DeLong comes to Park Pride from the EARTH University Foundation, the nonprofit arm of EARTH University that advances sustainability education in the heart of Costa Rica, where she served as the Director of Individual Giving. Prior to EARTH University Foundation, DeLong served as the Marketing and Community Relations Manager at Wesley Woods Senior Living and volunteered her time and talent with Refugee Family Services. She is also the past Board Chair for Global Growers Network, a local nonprofit working to increase the number of food producers who create access to healthy, sustainably-grown food and to prepare farmers to be competitive in their local marketplace.

DeLong earned her M.B.A. in marketing from the Goizueta Business School at Emory University, and her B.A. from Grinnell College.

"As a resident of Atlanta for the past 25 years, I have seen firsthand the transformative power of parks in our community. I am so pleased to be joining Park Pride's team of dedicated professionals and look forward to growing the circle of supporters for Park Pride's mission."

**About Park Pride:**

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 [www.parkpride.org](http://www.parkpride.org).