

Spectacular Summer Special:

- "\$20 for 20 Years" anniversary membership level
- FREE decal and T-shirt
- Chance to win two FREE VIP tickets to see Paul McCartney play The Green Concert



Dear <name>,

Even if you haven't lived in the Midtown area very long, you know that today's Piedmont Park is NOT the Piedmont Park of 20 years ago.

Back then, years of overuse and poor funding had taken their toll. The grass was dying, the buildings were falling apart and the only activity in the playgrounds was illicit.

Today, as Piedmont Park Conservancy celebrates its 20th anniversary, we can all agree that the improvements have been *remarkable*.

The grass is green and the buildings are re-lived. Our playgrounds are safe and our bathrooms work. We have new paths, lighting and ball fields, and we're becoming more environmentally sustainable every single day. We've even saved the Park's historic trees – no small feat during this past drought! – and planted hundreds more to help preserve the tree canopy for generations.

And we owe it all to people like you.

From the very beginning in 1989, when we were just a handful of concerned citizens starting a nonprofit organization, neighbors have supported our efforts to make Piedmont Park the safe, beautiful and vibrant green oasis it deserves to be.

This is why I'm asking you today to please accept this special offer in celebration of our 20th anniversary: join Piedmont Park Conservancy for only \$20.

As someone who lives in the Midtown area, I hope you join us to see Paul McCartney play The Green Concert live in Piedmont Park on August 15th.

Like last time, we are planning for minimal impact on our environment, our neighborhood and our Park. It will be a car-less event so nearby streets won't be congested. We'll have plenty of police, security officers and volunteers to manage the crowd and foot traffic. And you'll see trashcans and recycling bins everywhere – this event will be true to its name: The Green Concert!

Your donation today will help us continue to make green improvements to the Park, too. As you may know, City funding for parks is being cut drastically, which is why becoming a member this year is more important than ever. With your help, we can continue to put in place new water conservation techniques, drought-resistant landscaping, recycling programs and other efforts that assure Piedmont Park will be here – and be beautiful – for generations to come.

To make it easy for you to participate this year, we've created the special "\$20 for our 20th" gift level. Won't you please take a moment right now and join?

(over, please)



Get your FREE decal and T-shirt...and a chance to win VIP tickets to see Paul McCartney play The Green Concert.



___\$20* ___\$50** ___Other

*Includes "Heart & Soil" 20th Anniversary Decal
** Includes a 2009 Piedmont Park "Toes Have Taken Over" T-shirt

Yes, I want to celebrate 20 years of improvements to Piedmont Park:

- Enclosed is my check payable to Piedmont Park Conservancy
 Please charge my: MasterCard American Express
 Discover Visa

Account # _____ Exp. Date _____

Signature _____

Telephone _____ E-Mail _____

My address has changed. I have noted the changes to the left.

Thank you for your generous support! Your contribution is tax-deductible as allowed by law. Please return this card and your gift in the envelope provided, or make a contribution online at www.piedmontpark.org.