PROSPECT PARK ALLIANCE LAUNCHES 1,000 FOR THE PARK
SEVEN-DAY CROWD-FUNDING CHALLENGE

Calls on Community for 1,000 Donations to the Park to Qualify for $50,000 Contribution

BROOKLYN, May 27, 2015 – Today, the Prospect Park Alliance announced the launch of 1,000 For The Park, a crowd-funding challenge campaign to earn 1,000 donations for Prospect Park from May 27 to June 2. If the campaign hits its goal, the Alliance will receive a $50,000 contribution from longtime park supporters Lorraine and Gordon DiPaolo. Donations of any size through 1,000 For the Park will support the Alliance’s work to preserve and maintain Prospect Park for the enjoyment of millions of visitors each year.

“Millions of people love Prospect Park in thousands of different ways. As the park’s popularity grows, the resources needed to care for the Park also grow,” said Susan Donoghue, Park Administrator and President of the Prospect Park Alliance. “With our busiest season approaching, we hope the community will help us reach our goal and spread the word. Every donation, no matter the size, will help make this treasured urban oasis even more inviting for picnics, ball games, water play and the thousands of other ways the community enjoys the park in the summer.”

Last year the Alliance held a similar campaign, called 500 For The Park, which raised $60,000, including a $25,000 challenge grant from the DiPaolos. Due to its success (the goal was reached in the first three days of the campaign), this year the challenge was doubled. Funds from 1,000 For The Park will go toward the important work of the Alliance, a non-profit organization that works in partnership with the City to care for the natural environment, restore historic design and provide public programs and Park amenities. The Alliance funds a significant portion of the Park’s operating budget, and employs three-quarters of the Park’s staff.

“Prospect Park is all of Brooklyn’s backyard, and that is why it is so important to support the work of the Alliance,” said Lorraine DiPaolo. “1,000 For The Park is a wonderful way for the community to give back to the Park we love so much, and to recognize the public-private partnership that is essential for keeping the Park green and beautiful.”

There are a number of ways people can participate from May 27 through June 2:

- Donate at prospectpark.org/1000
- Email friends and family about the campaign
- Share on Facebook and tag Prospect Park
- Share on Twitter with #1000ForThePark @prospect_park
- Share pics of your favorite ways to enjoy the Park on Instagram with #1000ForThePark @prospect_park

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The Prospect Park Alliance is a non-profit organization that partners with the City of New York to preserve and maintain Prospect Park, Brooklyn’s flagship park. The Alliance cares for the natural
environment, restores historic design, and provides public programs and amenities for the Park, which receives more than 10 million visits each year. For more information, please visit www.prospectpark.org.

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