1,000 FOR THE PARK SURPASSES GOAL

Prospect Park Alliance’s Seven-Day Crowd-Funding Challenge Raises 1,164 Donations for Prospect Park and Unlocks $50,000 Challenge Grant

BROOKLYN, June 3, 2015 – Today, the Prospect Park Alliance announced that its seven-day crowd-funding challenge, 1,000 For The Park, surpassed its goal—achieving 1,164 donations to unlock a $50,000 challenge gift from longtime supporters Lorraine and Gordon DiPaolo. Funds raised will go toward the Alliance’s work to preserve and maintain Prospect Park.

“This campaign was really about bringing together the community in support of the Park,” said Sue Donoghue, Alliance President and Park Administrator. “Our message is that millions of people love the Park in thousands of ways, and it is through their support—no matter how small or large—that we are able to care for it. We were delighted to see how people rallied around the campaign, and encourage everyone who loves the Park to get involved, whether by volunteering, donating or becoming a member of the Alliance.”

1,000 For The Park took place from May 27 through June 2, and sought 1,000 donations of any size to earn a $50,000 challenge grant from the DiPaolos. The campaign is a follow up to a similar campaign called 500 for the Park, held in 2014, which brought in more than 500 donations and earned a $25,000 gift from the DiPaolos.

“Gordon and I are thrilled about the outpouring of support from the community,” said Lorraine DiPaolo. “We gave this challenge to help bring to light the important work of the Alliance in keeping the Park green and beautiful, and are delighted to know that the money raised will go back to the Park that gives so much enjoyment to all.”

The Prospect Park Alliance is 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. To learn more about the Alliance, and how to get involved, visit www.prospectpark.org.

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