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Atlanta Falcons Youth Foundation Awards \$25,000 Grant for Vine City Park

Volunteers from Blank Family of Businesses to Lead Playground Build and BeltLine Clean-Up

ATLANTA, May 2, 2011 – The [Atlanta Falcons Youth Foundation](#) (AFYF) has made a \$25,000 grant to bring a playground to Vine City Park, and volunteers from the Atlanta Falcons Football Club and the Blank Family of Businesses will team up on Thursday, May 5, for a volunteer playground build.

The playground project is part of AFYF's Falcons Fitness Zone initiative, which in partnership with the NFL's Play 60 campaign is helping more than 10,000 kids in Atlanta and Gainesville engage in more than 1 million hours of physical activity a year.

The AFYF grant follows a 2007 Blank Family Foundation award of \$550,000 that helped the City of Atlanta create Vine City Park. Vine City neighborhood residents worked with [Park Pride](#) to design the park and the playground. The neighborhood will celebrate the playground's opening with an event on Saturday, May 14.

On Thursday, May 5, more than 175 volunteers from the Atlanta Falcons, the Atlanta Falcons Physical Therapy Centers, the Blank Family Office and the Arthur M. Blank Family Foundation will carry out the playground build and also clean up a quarter-mile segment of the BeltLine adjacent to Washington Park. The Blank Family of Businesses has adopted the trail segment and will supply volunteers to carry out monthly maintenance at the site.

"We are thrilled to help Park Pride and Mayor Kasim Reed open up new and creative ways for Atlanta families to be active in city parks and on the Beltline," said Penelope McPhee, president of The Arthur M. Blank Family Foundation, of which AFYF is an affiliated fund. "Kids can use playgrounds and trails to reach their goal of being active for at least 60 minutes every day.

In addition to leading the playground build, volunteers at Vine City Park will carry out landscaping and paint a mural designed by a neighborhood artist. At Washington Park,

volunteers will improve access to the BeltLine trail by removing invasive weeds, plants and debris.

About The Arthur M. Blank Family Foundation

Arthur M. Blank founded The Arthur M. Blank Family Foundation in 1995 to share his civic values and the joy of giving with his family. Through his generosity, the foundation, along with Blank and his wife's personal giving, has granted more than \$250 million to support early childhood development, education, the arts, youth fitness, and parks and greenspace. Mr. and Mrs. Blank were named as the 2000 Georgia Philanthropists of the Year by the National Society of Fundraising Executives.