



For Immediate Release

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DREAMNIGHT AT ZOO ATLANTA

Dreams came true for sick and injured children and their families on June 17

ATLANTA – June 20, 2011 — A trip to the Zoo is something many families take for granted, but for kids throughout the state of Georgia, illness and injury can limit one of childhood’s most cherished opportunities. On Friday, June 17, dreams came true for more than 150 chronically ill and injured children and their families at Dreamnight presented by Josh Powell and 21 Reasons to Give. The event’s guests of honor were patients of Children’s Healthcare of Atlanta.

Powell, a Power Forward and Center for the Atlanta Hawks, and his nonprofit organization, 21 Reasons to Give, served as Title Sponsor of the event. As a devoted family man, Josh Powell understands the power of giving back. As a community activist he is committed to giving his time to those in need. When presented the opportunity with Dreamnight at Zoo Atlanta, Josh and his team felt compelled to be a part of this event because it went hand in hand with the vision of 21 Reasons to Give.

Host Sponsors were CityPASS; Event Rentals Unlimited; and Kaiser Permanente of Georgia. Food and refreshments were provided by The Meliá Atlanta Hotel and Sodexo.

“We are excited to have hosted our first Dreamnight, and hope we can make this a tradition at the Zoo in years to come,” said Keisha N. Hines, Director of Public Relations and Communications. “We worked very hard to create an experience for children whose ability to visit the Zoo had previously been limited by illnesses or injury, and we hope we made the evening an amazing and memorable experience for our remarkable guests and their families.”

Begun in 1996 at Rotterdam Zoo in The Netherlands, Dreamnight is now observed by zoos and aquariums in more than 30 countries worldwide. Zoo Atlanta’s personal touch on the tradition included tours; animal encounters; themed Dreamnight train rides; arts and crafts; a performance by Laughing Pizza; tunes from Little Beat Music; meet-and-greet with costume characters; and custom “swag bags” packed with goodies.

“Kids and Zoo Atlanta go hand in hand,” said Lindsay Damron, Child Life Coordinator at Children’s. “What better place for a child to laugh, learn and interact with peers? No pokes, no tests, no medicine—just fun.

Dreamnight also allowed families dealing with the stress associated with medical treatment to experience a normal evening together, full of smiles and the opportunity to make memories.”

Children are not small adults; their anatomy and physiology, the kinds of illnesses they suffer from and the treatments they need are different. Children require specialized care from healthcare providers who understand and are trained in those differences. The patients from Children’s Healthcare of Atlanta who attended Dreamnight have benefited from this specialized pediatric care. The opportunity to attend an event like Dreamnight allows sick and injured children to get back to what is most important—the business of being a kid.

“I am blessed and honored to have been a part of this amazing event. To give this VIP experience to an amazing group of children makes it all worthwhile. I would like to thank the children, Keisha Hines, Zoo Atlanta, and Moment 4 Life PR,” said Josh Powell.

In-kind sponsors were Allied Marketing; American Girl; Amusement Masters; Armstrong Merchandising; Atlanta Dream; Atlanta Hawks; BJ’s Wholesale; DreamWorks; Express Color; Fernbank Museum of Natural History; The Georgia Aquarium; Hard Rock Cafe; Imagine It! The Children’s Museum of Atlanta; K&M International/Wild Republic; Lil Beat Music; Michael C. Carlos Museum; Putumayo World Music; Sports Clips; and VH1.

About Zoo Atlanta

An accredited member of the Association of Zoos and Aquariums (AZA), Zoo Atlanta inspires value and preservation of wildlife through a unique mix of education and outdoor family fun. From well-known native wildlife to critically endangered species on the brink of extinction, the Zoo offers memorable close encounters with more than 1,500 animals from around the world. Complex Carnivores, a new series of exhibits featuring bush dogs, fossa and binturong, opened on April 1. Zoo Atlanta is also proud to be one of only four zoos in the U.S. that giant pandas call home: Lun Lun’s newest cub, Po, born November 3, 2010, made his public debut in spring 2011. Other highlights include the nation’s largest collection of western lowland gorillas, the nation’s largest zoological collection of orangutans and a global center of excellence for the care and study of vanishing reptiles and amphibians. The Zoo is open daily with the exceptions of Thanksgiving and Christmas Day. Keeper talks, interactive wildlife shows, education programs and special events run year-round. For more information, call 404.624.WILD or visit zooatlanta.org.

About Josh Powell & 21 Reasons to Give

A Power Forward and Center for the Atlanta Hawks, Josh Powell is a professional basketball player who combines the team spirit, motivational drive, and commitment to excellence of a quintessential sportsman with positivity, family values and a genuine desire to give back to his community. He is dedicated to nurturing that desire through his 21 Reasons to Give Foundation, a nonprofit organization devoted to children’s education. Powell’s service as a mentor includes the Josh Powell Basketball Camp, which works to instill appreciation for education, teamwork and fitness among youth ages 8 to 17.

About Children’s Healthcare of Atlanta

Children’s Healthcare of Atlanta, a not-for-profit organization, is committed to enhancing the lives of children through excellence in patient care, research and education. Managing more than half a million patient visits annually at three hospitals and 16 neighborhood locations, Children’s is one of the largest clinical care providers for children in the country. Children’s offers access to more than 30 pediatric specialties and is ranked among the top children’s hospitals by Parents magazine and U.S. News & World Report. With generous philanthropic and volunteer support, Children’s has made an impact in the lives of children in Georgia, the United States and throughout the world. Visit www.choa.org for more information.

About CityPASS

See the city’s best places at an incredible price. Visit CityPASS top picks to experience Atlanta’s distinctive Southern culture, sights, historical drama and newsworthy highlights. CityPASS has collected the top must-see, must-do attractions and then cut the price in half ... just for you. Famous attractions included in CityPASS are the Atlanta Botanical Garden; Georgia Aquarium; High Museum of Art; Inside CNN Studio Tour; World of Coca-Cola; and Zoo Atlanta or Atlanta History Center. For more information, visit www.citypass.com.

About Kaiser Permanente of Georgia

Kaiser Permanente is Georgia's largest not-for-profit health plan. Its mission is to provide high quality, affordable health care services to improve the health of its members and the communities it serves. Kaiser Permanente serves more than 240,000 members in a 28-county service area in metro-Atlanta with care focused on their total health and guided by their personal physicians, specialists, and team of health care providers. Expert and caring medical teams are supported by industry-leading technology and tools for health promotion, disease prevention, state-of-the-art delivery, and world-class chronic disease management. Nationally, Kaiser Permanente is recognized as one of America's leading health care providers, serving more than 8.7 million members in nine states and the District of Columbia. For more information, visit www.kp.org

About Tents Unlimited and Event Rentals Unlimited

Tents Unlimited (est. 1992) and Event Rentals Unlimited (est. 2006) are two of the fastest growing tent and event infrastructure rental companies in the Southern United States. With a 40,000 sq. ft. warehouse and a 7 acre property in Marietta, Ga., and a 40,000 sq. ft. warehouse in Atlanta, Ga., their combined inventory is the most comprehensive reserve of top quality and diverse rental equipment in the business today. The companies have won 22+ industry and peer awards for best tent installations, rental awards, and logistical achievements. Today these party and tent rental companies are known for their attention to detail, extensive inventory and reputation for excellence. For more information, visit www.tentsunlimited.com or www.eventrentalsunlimited.com.

About the Meliá Atlanta Hotel

A magnificent hotel in downtown Atlanta, the Meliá Atlanta Hotel combines exceptional service with attention to detail to ensure a memorable stay. The Meliá Atlanta offers 502 rooms and suites with panoramic views of the city skyline. Experience the best restaurants, entertainment and shopping, as well as the city's finest attractions, including Georgia Aquarium, Georgia World Congress Center, Turner Field, High Museum of Art, and Georgia Dome situated near this exceptional hotel. Conveniently located on the edge of midtown and downtown, the Meliá Atlanta is perfectly suited for the business traveler, meeting guest or family vacationer. Indulge in luxury accommodations with a fine selection of classic restaurants and 31,000 square-feet of flexible meeting and event space, or the unique pool suite featuring a private swimming pool on a secluded balcony. Discover the convenience and sophisticated elegance of the Meliá Atlanta.

About Sodexo

Together we can end childhood hunger. Seventeen million children in the United States are at-risk of hunger. We can come together to make a difference in their lives and help create a hunger-free nation. The Sodexo Foundation works to ensure that every child in the United States, especially those most at-risk, grows up with dependable access to enough nutritious food to enable them to lead a healthy and productive life. Join us and together we can end childhood hunger. Please visit www.sodexofoundation.org for more information.

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