

# Freedom Park.

FOR IMMEDIATE RELEASE

## **Freedom Park Conservancy Names Inaugural Executive Director**

Laura Hennighausen selected to manage organization effective May 21, 2018



Atlanta, GA, May 10, 2018 - The Board of Directors of Freedom Park Conservancy is pleased to announce the appointment of Laura Hennighausen as the organization's first Executive Director. Hennighausen comes with a wealth of experience in non-profit fundraising and development, and will be responsible for shepherding the organization through the creation an ambitious 25-year master plan.

"This is indeed an exciting time for Freedom Park Conservancy and for the future of Freedom Park," said Steven Cushing, President of the Board of Directors. "Laura's extensive development experience in the parks-sector is a perfect match for our needs at this critical juncture. We couldn't be happier for the future of Freedom Park and its mission to improve and protect the park for the diverse public which it serves."

As Freedom Park Conservancy's first Executive Director, Hennighausen will oversee fundraising for a new master plan, as well as implementation of the organization's recently-approved strategic plan initiatives. Other responsibilities will include developing public art programing for the park, and managing relationships with park-adjacent neighborhood organizations and other external stakeholders.

As Director of Development for Historic Oakland Foundation, Hennighausen helped the organization successfully fund the creation of a master plan, as well as develop alternative funding streams through membership and corporate sponsorship. She has a Master's Degree in Arts Administration from the Savannah College of Art and Design (SCAD), and Bachelor's Degrees in Art History and Japanese Language and Literature from the University of Georgia.

### About the organization:

Freedom Park Conservancy is a 501(c)3 non-profit which promotes the improvement and preservation of Freedom Park for the benefit of a diverse public. Freedom Park was designated as Atlanta's Public Art Park by the Atlanta City Council in 2007.

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