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*****FOR IMMEDIATE RELEASE*****

Friends of Hudson River Park Names Blake Beatty as Director of Development

New York, NY (December 1, 2011) — The Friends of Hudson River Park (FoHRP) announced today that Blake Beatty has been named the organization's new Director of Development effective December 12. Beatty will lead FoHRP's efforts to secure private funding for the ongoing revitalization of Hudson River Park, the urban oasis that spans five miles along Manhattan's west side and serves 17 million visitors a year.

“Blake’s energy and enthusiasm for Hudson River Park’s significance to the city, coupled with her noteworthy fundraising prowess, will be invaluable in accelerating our progress,” said A. J. Pietrantone, executive director, FoHRP. “We’re confident her expertise will enable us to secure additional sources of funding as well as help ensure and maintain a new wave of park supporters moving forward.”

“We’re proud to welcome Blake and are excited about the pivotal milestone this represents,” said Madelyn Wils, president and CEO, Hudson River Park Trust. “We look forward to working together in support of the important mission to complete the transformation of New York’s largest waterfront park and ensuring its future sustainability.”

Beatty joins FoHRP from the National September 11 Memorial and Museum where she served as the senior development officer for the past five years. Selected by Chairman Mayor Michael R. Bloomberg’s chief fundraiser, she spearheaded the development and implementation of a \$350 million dollar capital campaign. Previously, she served as an associate at Cathy Blaney & Associates, the nationally-recognized fundraising firm for the political and non-profit worlds. She holds a B.S. from St. Lawrence University.

“I’m thrilled to join this strong team and support the further redevelopment of this New York treasure,” said Beatty. “I look forward to introducing the public to the many ways they can support current and future park initiatives.”

About Friends of Hudson River Park

Friends of Hudson River Park is a not-for-profit 501(c)(3) organization whose mission is to ensure the completion, care and enhancement of Hudson River Park in partnership with the Hudson River Park Trust; and creates opportunities for public participation in the Park's operations and growth to guarantee its future for generations of New Yorkers, Americans and visitors from around the world. For more information on the organization, its programs, or to volunteer, please call 212-757-0981 or visit www.fohrp.org.

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