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**Doris Duke Charitable Foundation and The Tiffany & Co. Foundation Announce
Funding to Launch New Parks Conservancy in New York City**

New York, NY (July 16, 2012) - The Doris Duke Charitable Foundation and The Tiffany & Co. Foundation today announced that they have each awarded a \$1 million grant to the City Parks Foundation to launch the New York City Natural Areas Conservancy. This new non-profit organization will work with the City's Department of Parks and Recreation to protect, restore and manage expansive natural areas already within the city's urban park system.

The Natural Areas Conservancy was highlighted today by Mayor Michael R. Bloomberg in his keynote address at the International Urban Parks Conference currently underway in New York City. He described the Natural Areas Conservancy as an example of how the city is effectively using public-private partnerships to improve its urban green spaces.

New York City, often stereotyped as a city of brick and concrete, is, in fact, also a city of green areas and waterways. Of the 30,000 acres of parkland managed by the city's parks department, approximately 10,000 acres are undeveloped natural areas, with a significant number featuring intact forests, grasslands and wetlands.

"The Doris Duke Charitable Foundation is proud to support this innovative public-private approach to making the most of nature in cities," said Ed Henry, president of the foundation. "It will serve as a model for how to manage urban wildlife habitat while also highlighting the ability of these areas to serve as 'green infrastructure' that helps alleviate urban environmental problems related to air quality, storm water management and the heat-island effect."

"The Tiffany & Co. Foundation is thrilled to provide this support to help improve and rehabilitate these important urban green spaces, many of which have been degraded over the years," said Anisa Kamadoli Costa, president of the foundation. "The Natural Areas Conservancy will help ensure that these hidden gems are restored and maintained

properly.”

Similar to other non-profit organizations operating in New York City, such as the Central Park Conservancy and Prospect Park Alliance, the Natural Areas Conservancy will serve as a mechanism to bring additional resources to bear on parklands beyond what the City can provide. Because the Natural Areas Conservancy will need to raise significant sums of money to fulfill its mission, both the Doris Duke Charitable Foundation and The Tiffany & Co. Foundation provided their financial support as challenge grants. To meet the overall fundraising challenge, the Natural Areas Conservancy will need to raise an additional \$2 million by the end of 2013.

About the Doris Duke Charitable Foundation

The mission of the **Doris Duke Charitable Foundation** is to improve the quality of people’s lives through grants supporting the performing arts, environmental conservation, medical research and the prevention of child abuse, and through preservation of the cultural and environmental legacy of Doris Duke’s properties. The Environment Program seeks to enable communities to protect and manage wildlife habitat and create efficient built environments. To learn more, please visit www.ddcf.org.

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