



FOR IMMEDIATE RELEASE

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Preserve Communities Cancels 2020 James Fisher Memorial Foundation International Grand Prix

Launches matching donation campaign in lieu of event to benefit the Hunger and Health Coalition

ALPHARETTA, G.A. – Preserve Communities, the national leader in thoughtful real estate development, has canceled its annual James Fisher Memorial Foundation International Grand Prix due to ongoing health and safety concerns amidst the COVID-19 pandemic.

The fourth annual fundraising event was originally scheduled for Sept. 19 at the Broyhill Equestrian Preserve in Blowing Rock, N.C. In lieu of the in-person event, Preserve Communities is launching a matching donation campaign to raise money for the Hunger and Health Coalition. All donations will be made through the James Fisher Memorial Foundation.

The Hunger and Health Coalition began in 1982 to assist food insecure families in need in the Blowing Rock and Boone area. The organization has expanded its efforts to include a pharmacy, fresh produce market, backpack program and more, and continues to support the communities in Watauga County.

“While we are disappointed that we cannot host our annual Grand Prix this September, the health and safety of all involved is our number one priority,” said Jack Fisher, CEO and founder of Preserve Communities. “This is a challenging time and we hope our matching campaign can provide some relief to families in the Blowing Rock community. We are hopeful that we’ll see a return to our beloved event in 2021.”

Preserve Communities will match donations up to \$25,000, with one hundred percent of the proceeds benefitting the Hunger and Health Coalition. For every \$1 donated, the organization is able to purchase \$5 worth of food to help these families. The matching campaign will run until Aug. 17.

“Our client enrollment is higher than ever and the COVID-19 crisis has only widened the existing economic disparities within our community,” said Elizabeth Young, executive director of Hunger and Health Coalition. “Our Food Assistance Programs are helping thousands of local residents each month who struggle in accessing consistent meals. Now more than ever, we are continuing to fight against hunger in creative, community-centered ways. With your loving assistance, we are able to assist our clients in creating a more stable foundation for their lives and to support themselves and their loved ones.”

To learn more about the matching campaign and to make a donation, visit <https://jamesfisherfoundation.org/>.

About Preserve Communities

Preserve Communities is a real estate development company with over 30 years of proven success across a diverse portfolio of projects. Led by a seasoned team of professionals, we specialize in creating purposefully crafted communities that enhance the quality of life for residents. Our lifestyle centric communities are built to reflect their surroundings and take care to respect the long-term impact of development on the land and living experience. Learn more at <https://preservecommunities.com/>.

About the James Fisher Memorial Foundation

In 2019, Preserve Communities' CEO and Founder Jack Fisher created the James Fisher Memorial Foundation, a non-profit organization within Preserve Communities, to honor his son's passions and further the company's commitment to community. The Foundation's mission is to enhance the well-being of those within the communities where Preserve Communities operates through funding and the donation of land use. The 2019 James Fisher Grand Prix raised over \$100,000 with 100% of proceeds going directly to charity. Learn more at <https://jamesfisherfoundation.org/>.

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