

IMPORTANT NEWS FROM THE MARCUS JEWISH COMMUNITY CENTER OF ATLANTA



FOR IMMEDIATE RELEASE

MARCUS JEWISH COMMUNITY CENTER OF ATLANTA ANNOUNCES INTENT TO SELL SHIRLEY BLUMENTHAL PARK PROPERTY IN EAST COBB

(ATLANTA – January 9, 2012) In keeping with its mission to engage and enrich the community while remaining fiscally responsible to its constituency, the Marcus Jewish Community Center of Atlanta (MJCCA) recently announced its intention to sell Shirley Blumenthal Park (SBP), its 32-acre campus in East Cobb. The property has been listed with global real estate firm, Jones Lang LaSalle, who is marketing it to targeted buyers.

“The MJCCA has an obligation to all of our members and the greater Jewish community to be good fiscal stewards while delivering programs that best suit our families’ needs. Shirley Blumenthal Park did both when it was originally created in 1986 and countless children and families have made their way through our preschools, camps, and sports programs over the years,” said Steven Cadranel, upcoming president of the MJCCA and chair of the SBP Task Force Committee.

Citing demographic shifts to the East Cobb Jewish community, geographic challenges, and a faltering economy, the MJCCA significantly reduced facility usage at SBP more than two years ago. At that time, it chose to implement a new service model that would utilize strategic partnerships with other East Cobb community and Jewish organizations to help deliver high-quality programming and services to a greater majority of the community.

“We have, and will continue to, impact Jewish life in East Cobb in a very positive way. One of our most successful partnerships to date has been with Temple Kol Emeth, the new home of our East Cobb preschool, The Sunshine School. We look forward to pursuing more partnership opportunities with other East Cobb organizations and businesses in the near future,” said MJCCA CEO Gail Luxenberg.

The MJCCA also announced that SBP’s summer day camp program will be moving to Zaban Park in Dunwoody beginning with the summer 2012 camp season. The East Cobb community has been offered many cost-effective incentives to attend camp in Dunwoody this summer, including free bus transportation to and from East Cobb and surrounding areas; pre- and after-camp care at a convenient East Cobb location; a 10% discount for 2012 summer Camp Chai families who experienced their 2011 summer at Shirley Blumenthal Park; special group mate requests for Shirley Blumenthal Park campers to stay together; a competitively priced summer membership; and the option to attend 100+ different camps.

ABOUT THE MARCUS JEWISH COMMUNITY CENTER OF ATLANTA

The Marcus Jewish Community Center of Atlanta (MJCCA), *The Center of the Jewish Community*, is committed to strengthening the quality of life in Atlanta and is recognized as one of the most highly-regarded community centers nationally. From preschoolers and adolescents to young adults and seniors, the MJCCA offers unique and engaging programs, events, and services for every member of the community. Please visit us on the Web at atlantajcc.org.

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