

Downtown Daffodil Dash Set for Nov. 11

The inaugural Downtown Daffodil Dash is the next phase of the Daffodil Project produced each year by CAP/ADID and Am Yisrael Chai!

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The Daffodil Dash, a charity 5k which raises funds for the Daffodil Project has been held annually in Atlanta since 2012.

On Saturday, November 11, runners and walkers will have an opportunity to race in Downtown Atlanta's first-ever **Downtown Daffodil Dash**.

Produced by **Central Atlanta Progress** and the Atlanta Downtown Improvement District (CAP/ADID), the event will provide participants with a tour some of Atlanta's oldest neighborhoods, newest developments, and most iconic landmarks.

The inaugural Downtown Daffodil Dash is part of the international, award-winning Downtown Daffodil Project, produced each year by CAP/ADID and **Am Yisrael Chai!** in support of the worldwide Daffodil Project. The Daffodil Project aims to build a Living Holocaust Memorial by planting 1.5 million daffodils around the world to remember and represent the one and a half million children who died in Nazi-occupied Europe and in support of children who continue to suffer in humanitarian crises and genocides in the world today.

“The Downtown Daffodil Project adds meaningful vibrancy to Downtown Atlanta each year,” said A.J. Robinson, President of CAP/ADID, “and we look forward to offering the community a new signature event that is sure to invigorate the streets of our community.”

The Downtown Daffodil Project began in 2014 with the ceremonial planting of 110,000 daffodil bulbs in Woodruff Park. The Project has since expanded to 240,000 bulb plantings to date, creating a “ribbon of consciousness” between the Center for Civil and Human Rights and the King Center.

The **Daffodil Dash**, a 5k run that raises funds for the Daffodil Project has also been held in Atlanta for the past six years.

“With over 200,000 bulbs planted in Downtown Atlanta since the launch of the Downtown Daffodil Project, we are thrilled for this opportunity to celebrate the program’s impact and its bright future,” said Andrea Videlefsky, President of Am Yisrael Chai! and Founder of The Daffodil Project.

The Downtown Daffodil Dash is sponsored by Delta Air Lines, Hughes Turner Phillips and Outfront Media.

Participants can sign up for the timed 5K event for \$30 or a fun run for \$25; both will follow the same route. Starting at 8:00 AM, the race will begin and end at Woodruff Park in Downtown Atlanta.