

Green Kit Release



GREAT MOMENTS, GREEN FUTURE



To launch the new Forest Kit, Atlanta United art bombs the city with sculptures for their greatest moments made from local foliage.

Let's fill the city with a living representation of Atlanta United's excellence. In the middle of the night, we will art bomb the least-green corners of Atlanta with 5 living sculptures. These wire sculptures modeled after our club's greatest moments will be filled with local foliage. Each sculpted player will wear a free Forest Kit that can be taken by the first supporter to find it. Once the kits are gone, a City in the Forest message and 'buy now' QR code will live in their place.

The life of the sculptures doesn't end there. After they've had their moment on the streets, we will take them to the Botanical Garden to be exhibited all season.

FROM DESERTS TO FORESTS



Atlanta United uses Forest Kit launch to tackle the city's food deserts.

Our Forest Kit isn't only about acknowledging that Atlanta United plays in a city with more trees than most – it's about putting action behind our values. So let's use the launch of the forest kit to attack the food deserts across the city. We'll build on our Goodr and Out Teach programs to create community gardens in the the worst food deserts in the city, and we'll invite supporters to participate by giving them the opportunity to adopt a plot in these gardens with their kit purchase. Each community garden is a testament to our city's sustainable future, and a lasting legacy built off our Forest Kit.