

LEGENDS OF ATLANTA GALA

*A Breath of
Fresh Air*



a tribute to

PAT MITCHELL

benefiting

NATIONAL JEWISH HEALTH

SEPTEMBER 2, 2026 · WOODRUFF ARTS CENTER

PLEASE JOIN US!

We invite you to join us for the ***Legends of Atlanta Gala: A Breath of Fresh Air – A Tribute to Pat Mitchell***. The event will benefit **National Jewish Health**, the leading respiratory hospital in the nation, and will be held on **Wednesday, September 2, 2026**, at the Woodruff Arts Center Galleria in Atlanta.

We are thrilled that this red-carpet event will be a celebration of Pat's many accomplishments. Her visionary leadership in journalism, media and philanthropy inspires action on global health, women's issues and the environment. She brings "A Breath of Fresh Air" to everything she does, and she has been recognized many times for her trailblazing work. Yet, this is the first time she will be honored for her comprehensive, lifetime commitment to improving the lives of others. We hope you can join us for this well-deserved celebration.

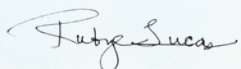
Funds raised at the event will support life-changing care and research at National Jewish Health. The world-renowned academic medical center, based in Denver, helps people from across the country and around the world breathe easier and live healthier. The transformative approach at National Jewish Health is unlike any other. Physicians and researchers work closely to understand root causes of diseases and, together, bring hope to thousands each year. For example, they are working to reverse the damaging effects of lung diseases and explore the impacts of environmental exposures on cardiopulmonary disease, pregnancy outcomes and severe asthma and allergies in children.

We are proud to be co-chairs of this year's Legends of Atlanta Gala, and we invite you to learn more about how you can support this spectacular tribute to Pat. Your generosity will honor her accomplishments and make a difference for people everywhere whose lives could be forever changed by the remarkable work at National Jewish Health. Join us to celebrate two national treasures!

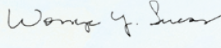
Sincerely,



Scott Seydel
Honorary Co-Chair



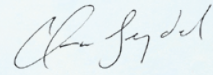
Ruby Lucas
Co-Chair



Wonya Lucas
Co-Chair



Mark Mitchell
Co-Chair



Clark Seydel
Co-Chair

EVENT CONTACT:

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404.659.0919 • amanda@newaboa.com or jolens@newaboa.com

NATIONAL JEWISH HEALTH CONTACT:

Ana Nelson, Director, Southeastern Regional Development
561.477.5400 • nelsonam@njhealth.org

njhealth.org/LegendsofATL

HONORARY CHAIR

SCOTT SEYDEL is chairman and chief innovation officer of The Seydel Companies. For the past four decades, Scott has focused on creating environmental awareness and stewardship, both at The Seydel Companies and through numerous board leadership roles, including helping to create The Coalition for Resource Recovery. He is an active contributor in trade press and a frequent guest speaker on conservation and global sustainability. Scott is married to Pat Mitchell.

CO-CHAIRS

RUBY LUCAS is a former educator and was an executive and board member for Turner Broadcasting System, helping to secure its sale to Time Warner. She chaired the Georgia World Congress Center Authority during the 1996 Summer Olympics in Atlanta. Ruby also served as president of the William D. Lucas Fund, which supports baseball players pursuing higher education. She has raised funds for the NAACP and the United Negro College Fund.

MARK MITCHELL is an award-winning documentary filmmaker, creating in-depth programs for both PBS and CNN. His credits include “Fire From the Sky” and the four-hour series, “Lodges of the National Park Service.” He is also lead singer in the band Sabbath Warlock. His music reflects his passion for politics and the human condition. Mark is Pat Mitchell’s son.

WONYA LUCAS was a media executive for six major television networks, including president/CEO of Hallmark Media and TV One, where she was the second African American woman to be president/CEO of a cable television company. Prior to that, she was in brand management and product engineering for three major American manufacturing corporations. She helps to advance her community through roles on boards supporting more than a dozen organizations, including affordable housing, education and media.

CLARK SEYDEL is a real estate developer, strategist and political advisor focused on expanding attainable homeownership and large-scale urban development initiatives. He leads Housing NOW, an initiative working with Lennar, and he is active in civic leadership and philanthropy, supporting organizations that offer housing stability, workforce opportunity and family support. He combines private-sector scale with mission-driven housing strategies aimed at strengthening communities. Clark is Pat Mitchell’s son.

PAT MITCHELL is a storyteller, media pioneer and movement builder. She has spent her career shining a light on ideas and individuals who are changing the world. Pat is deeply honored to support the lifesaving research and care of National Jewish Health, celebrating the essential role science and discovery play in giving breath — and hope — to so many.



The theme, “A Breath of Fresh Air,” reflects the deeply meaningful connection of National Jewish Health to Pat and her career. For example, as co-founder of the global movement Project Dandelion, she is mobilizing women and bringing together leaders, storytellers, scientists and activists to elevate solutions and unite catalysts for a world with fresh, clean air and a healthy planet and people.

In her distinguished career in journalism and media, Pat broke barriers as the first woman president of both PBS and CNN Productions and has long championed storytelling as a force for visibility, connection and change. She is the co-founder, host and curator of TEDWomen, a global platform highlighting women’s ideas and leadership. She serves on the boards of the Sundance Institute, Skoll Foundation, the Woodruff Arts Center, the Smithsonian American Women’s History Museum and the Women’s Media Center, and she is a leader in the V-Day movement to end violence against women and girls. Pat is the author of “Becoming a Dangerous Woman: Embracing Risk to Change the World.”

NATIONAL JEWISH HEALTH is the leading respiratory hospital in the nation delivering excellence in multispecialty care and world-class research. The visionary physicians and scientists bring fresh perspectives to medicine, by collaborating closely to find answers to the most complex lung, heart, immune and related diseases. Patients and families from around the world go to our medical center in Denver for answers they cannot find anywhere else.



At National Jewish Health, every patient receives the highest level of care regardless of their ability to pay. Established in 1899 as a nonprofit charitable hospital, that belief remains an important principle of the mission — and a central theme of the medical center’s story. National Jewish Health builds on this legacy by partnering with generous philanthropic communities across the country, including Atlanta. *The Legends of Atlanta Gala — A Breath of Fresh Air: A Tribute to Pat Mitchell* is a catalyst for lifesaving care, enabling world-renowned experts to be pioneers in medical research. To learn more, visit njhealth.org.

SPONSORSHIP OPPORTUNITIES

With an audience of distinguished leaders in media, philanthropy and business from the Atlanta area and beyond, your sponsorship of ***Legends of Atlanta Gala: A Breath of Fresh Air – A Tribute to Pat Mitchell*** will give your company exceptional visibility and align your brand with an impactful humanitarian cause by supporting National Jewish Health.

Confirm Your Sponsorship
at njhealth.org/LegendsofATL

\$100,000 **A BREATH OF FRESH AIR** **PRESENTING SPONSOR**

- Exclusive recognition as presenting sponsor on event promotional materials
- VIP-preferred seating – one table for 10
- Full-page ad in the event program
- Inclusion in the event video presentation
- Podium recognition

\$50,000 **CHANGEMAKER** **SPONSOR**

- Prominent recognition in event promotional materials
- Premier seating – one table for 10
- Full-page ad in the event program
- Podium recognition

\$25,000 **VISIONARY** **SPONSOR**

- Recognition in event promotional materials
- Priority seating – one table for 10
- Half-page ad in the event program
- Podium recognition

\$15,000 **PIONEER** **SPONSOR**

- Recognition in event promotional materials
- Premium seating – one table for 10
- Half-page ad in the event program
- Podium recognition

SPONSORSHIP OPPORTUNITIES

continued

\$10,000 MOBILIZER SPONSOR

- Recognition in event promotional materials
- Preferred seating – one table for 10
- Half-page ad in the event program
- Podium recognition

\$5,000 CATALYST SPONSOR

- Recognition in event promotional materials
- Seating for two guests
- Half-page ad in the event program

\$1,500 STORYTELLER SPONSOR

- Seating for two guests

PROGRAM ADS*

\$2,500

- Full-page, color ad in the program
- Digital ad in the presentation

\$1,000

- Half-page, color ad in the program

EVENT CONTACT

Amanda Brown Olmstead or Jonathan Olens at A. Brown Olmstead Associates
404.659.0919 • amanda@newaboa.com or jolens@newaboa.com

NATIONAL JEWISH HEALTH CONTACT:

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***AD REQUIREMENTS**

PRINT: Full-Page 4.5" x 8.5" • Half-Page 3.75" x 3.75" • DIGITAL: Full-Page 13.33" x 7.5"

Please submit your ad to NelsonAM@njhealth.org by July 31, 2026, in a hi-res JPEG or PDF format. If you do not submit an ad, one will be created on your behalf.

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Scott Anderson	V (formerly Eve Ensler)
Mary Lake Polan & Frank Bennack, Jr.	Susan & Trenholm Walker
Lynda Carter	Judy Woodruff
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**National Jewish
Health®**

WE NEVER SAY NEVER.®

RESPIRATORY
CARDIOLOGY
ONCOLOGY
IMMUNOLOGY
GASTROENTEROLOGY
RHEUMATOLOGY
NEUROLOGY
EXECUTIVE HEALTH/
CONCERGE MEDICINE
PEDIATRIC SPECIALISTS
ADVANCED IMAGING
AND DIAGNOSTICS
IMMEDIATE CARE

**Breakthroughs happen when
multispecialty doctors and
researchers work together.**

World-class medical specialists performing as one? We never say never. In fact, the unique way that our teams of doctors, researchers and care-givers work together has made us the nation's leading respiratory hospital and a destination for excellence in collaborative multispecialty care.

Here, children and adults from across the country experience breakthroughs every day. That's why, at National Jewish Health, We Never Say Never.®

Make us your first call. | 800.621.0505