



**June 23, 2010**

**For Immediate Release**

**Contact:**

Vince Heald, Beck Ellman Heald

858-453-9600

[vheald@behmedia.com](mailto:vheald@behmedia.com)

Anna-Marie Rooney, The San Diego Foundation

619-235-2300

[Anna-Marie@sdfoundation.org](mailto:Anna-Marie@sdfoundation.org)

**THE SAN DIEGO FOUNDATION ENCOURAGES  
PHILANTHROPIC SUPPORT OF THE NEW CENTRAL LIBRARY**

**San Diego, CA** – The San Diego Foundation calls for philanthropic support of The New Central Library and is actively encouraging private giving to bring the new library vision to fruition.

“The San Diego Foundation and our downtown library are interconnected through our philanthropic heritage. As the first Carnegie library in California—which largely materialized because of the fundraising and outreach efforts of Lydia Horton and *The Wednesday Club* -- our library is deeply rooted in the culture of charitable giving, philanthropy and civic engagement,” said Bob Kelly, President and CEO of The San Diego Foundation.

“Libraries continue to play an important role in the lives of San Diegans. The San Diego Foundation is supportive of the function of the library as bolstering the strength of our neighborhoods, and reinforcing community connectivity by providing a location for civic and cultural exchange,” says Kelly. Rejecting notions that libraries are obsolete in this era of technology, Kelly adds, “those who adopt

that view, fail to recognize the many benefits that public libraries offer as a center for neighbors to come together to enjoy music, literature and the arts, explore heritage, hone job skills, and improve and enrich oneself overall. Libraries offer children hopes, dreams and aspirations. A child's first trip to a library introduces them to new worlds, ideas and information."

"Our role as a philanthropic community foundation," says Kelly, "is to appeal for charitable support for this important cause. Branch libraries play an important role in each of our communities. Their quality and services should not be compromised by a New Central Library, but rather enhanced, as The Central Library is the nucleus of the library system."

Ben Haddad, Chairman of The San Diego Foundation's Public Policy Committee states, "Public libraries are fundamental to our democracy and are especially critical during economic downturns. These institutions provide access to tools for self-enrichment, education and entertainment to individuals from all walks of life."

###

### **About The San Diego Foundation**

Founded in 1975, The San Diego Foundation is a broad-purpose community foundation helping individuals, families and organizations carry out their charitable plans, with the common goal of improving the quality of life in the greater San Diego region, now and for generations to come.