

The Balboa Park Alliance



FOR IMMEDIATE RELEASE

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EXCITING NEW COLLECTIVE OF EXPERIENCED GROUPS JOIN TOGETHER FOR BALBOA PARK

New Collaborative Includes Friends of Balboa Park, The Committee of One Hundred And The San Diego Foundation's Balboa Park Trust

(November XX, 2009) - Balboa Park is one of San Diego's most beloved landmarks, and a new alliance will do its part to keep it that way for generations to come. Friends of Balboa Park, The Committee of One Hundred and the Balboa Park Trust Committee of The San Diego Foundation are excited to announce that they have come together to form the Balboa Park Alliance (BPAL).

"Collaboration is at the core of BPAL," said Betty Peabody, founder of Friends of Balboa Park. Growing from a conversation about how to share resources, avoid duplication of services and work together more synergistically, BPAL was created to achieve a new mission: to cooperate, coordinate and collaborate in the protection, preservation and enhancement of Balboa Park.

BPAL's objectives include creating new revenue streams through the cultivation of donors and private funding, communicating the value of the 141-year-old Balboa Park to a broader public, advocating with one voice about the needs of the park, and providing a forum for other Balboa Park support groups to work together and leverage resources.

Two specific projects are currently under discussion. One is the restoration of the Plaza de Panama to its original concept of a central gathering place in the heart of Balboa Park, with a strong focus on removing vehicle parking from this core plaza. The other would greatly expand and enhance the 6th Avenue Children's Playground.

BPAL recognizes that the Park and Recreation department continues to face extensive budget challenges. "BPAL will advocate on behalf of Balboa Park to ensure its sustainability," said Michael Kelly, president of The Committee of One Hundred.

BPAL's three supporting organizations share a combined 79 years of stewardship of Balboa Park. BPAL seeks and welcomes the involvement of other nonprofit groups that share a commitment to the Park and to the BPAL mission.

For more information about BPAL, please contact David Lynn at davidl@ayamba.com or 858-735-9115.

About Friends of Balboa Park

The Friends of Balboa Park's mission is to protect, preserve and enhance Balboa Park's legacy for future generations through park-wide projects. www.friendsofbalboapark.org

About The Committee of One Hundred

The Committee of One Hundred, founded in 1967, is dedicated to the preservation of Balboa Park's historic architecture, including its gardens and public spaces. www.C100.org

About the Balboa Park Trust

The Balboa Park Trust is a family of endowment funds managed by The San Diego Foundation and a dedicated committee of volunteers. Since 1989 the trust has granted over \$1 million for a wide variety of preservation, beautification and maintenance enhancements. www.balboaparktrust.org

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