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**For Immediate Release**

**The La Jolla Community Foundation  
Challenges San Diegans to Support Ongoing Maintenance  
of San Diego Fire Pits**

*Organization calls on other donors and foundations to step forward*

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**La Jolla, CA** -- The La Jolla Community Foundation, an affiliate of The San Diego Foundation, has expressed its support of the seven fire pits at La Jolla Shore beach and has challenged other donors and community foundations to come forward as well to support fire pits in their communities. The 186 concrete public fire pits measuring 5 feet by 5 feet have been a popular part of San Diego beach culture for decades. The City of San Diego has sought to eliminate beach fire pits in Mission Bay, La Jolla Shores, and Ocean Beach in 2010 to help trim approximately \$120,000 per year from the City's budget.

"The fire pits have long contributed to the public's enjoyment at La Jolla Shores," said Phyllis Pfeiffer, Chair of the La Jolla Community Foundation. "We believe that our assistance in preserving the fire pits is consistent with the Foundation's mission to encourage civic engagement and pride through local philanthropy."

She added, "The La Jolla Community Foundation seeks to enrich the environmental, social and cultural experience of La Jolla by creating and preserving public spaces that bring people together."

Pfeiffer emphasized that the La Jolla Community Foundation's donation is contingent upon similar contributions to support fire pits on San Diego beaches citywide. "The City of San Diego has made it clear that we cannot isolate our own beach community for support," said Pfeiffer. "Donations must go into a central fund to support all San Diego beach fire pits."

Bob Kelly, President and CEO of The San Diego Foundation, noted that since 1975, The San Diego Foundation has helped public-spirited citizens find ways to address community problems.

“Our donors,” said Kelly, “whether through The San Diego Foundation or one of our dedicated regional charitable foundations, all share a common purpose: to make San Diego a better place in which to live, work and play. We’re hopeful that other community members help San Diego preserve the culture and enjoyment of these fire pits for generations to come.”

Councilmember Sherri Lightner stated, “I appreciate the great work of the La Jolla Community Foundation and their leadership on this issue. We are very grateful that the La Jolla Community Foundation has generously agreed to donate for the ongoing maintenance of the fire pits at La Jolla Shores and lead the rally for fire pit preservation citywide. The fire pits are such a great part of our beach experience, and I am hopeful that donors in other communities will also step forward so that the fire pits can be preserved on all our beaches.”

Individuals and groups wishing to support the preservation of beach fire pits in San Diego may visit: [www.sandiego.gov/philanthropycenter/opportunities/firepit](http://www.sandiego.gov/philanthropycenter/opportunities/firepit).

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#### **About the La Jolla Community Foundation**

Founded in 2008, the La Jolla Community Foundation is part of a network of local affiliates of The San Diego Foundation, each serving the unique needs of communities throughout the region. To join the La Jolla Community Foundation, or get more information, please call Trudy Armstrong at 858-674-6979, or e-mail [trudy@SDFoundation.org](mailto:trudy@SDFoundation.org). Please visit the Foundation at [www.lajollacommunityfoundation.org](http://www.lajollacommunityfoundation.org).

#### **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. For additional information, please visit the San Diego Foundation at [www.sdfoundation.org](http://www.sdfoundation.org).