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**For Immediate Release**

**The San Diego Foundation Leads the Way  
as Communities Unite To Save San Diego Fire Pits**  
*Organization call for support proves successful*

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**San Diego, CA** – The San Diego Foundation, through the Mission Bay Park Endowment Fund, The La Jolla Community Foundation, and San Diego Councilmembers Sheri Lightner and Kevin Faulconer have come together to generate the funds necessary to assure the preservation of the fire pits in the City of San Diego for the next fiscal year. 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 had sought to eliminate beach fire pits on Mission Bay, La Jolla Shores, and Ocean Beach in 2010 to help trim approximately \$120,000 per year from the City's budget.

Funding for the fire pits breaks down as follows: \$90,000 from The San Diego Foundation's Mission Bay Park Endowment Fund; \$5,000 from The La Jolla Community Foundation; \$17,500 from Councilmember Kevin Faulconer's City Council District 2; and \$7,500 from Councilmember Sheri Lightner's City Council District 1. Additionally, the City of San Diego will use fund generated from donors to the *Save the Fire Pit* Fund.

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.

“Many San Diegans have fond memories of the fire pits and expressed concern and sadness over their potential demise,” said Kelly. The preservation of the fire pits ensures that the celebration of families and friends around a campfire will continue. This is about our quality of life and why we live here.”

He added, “whether through The San Diego Foundation or one of our dedicated regional charitable foundations, we 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.”

Phyllis Pfeiffer, Chair of the La Jolla Community Foundation, took the lead last month on a campaign to raise awareness about the fire pits and generate community support for their continuance.

“We are thrilled by the response to our call for support,” said Pfeiffer. “The fire pits have long contributed to the public’s enjoyment at La Jolla Shores. 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.”

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.

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### **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).

### **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).