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**LOCAL ORGANIZATIONS LEAD COLLABORATIVE EFFORT TO PRESERVE
SAN DIEGO'S FIRE PITS**

"Save Our Fire Pits" Campaign Receives Nearly \$65,000 in Donations to Date

SAN DIEGO – May 12, 2011 – San Diego Mayor Jerry Sanders joined City Council President Pro Tem Kevin Faulconer and officials from the San Diego Convention & Visitors Bureau (ConVis) and The San Diego Foundation today at a news conference on Mission Bay to announce the "Save Our Fire Pits" fundraising campaign.

Donations totaling nearly \$65,000 have been committed to date to keep the fire pits along the city's beaches and bays, after maintenance costs were eliminated from Mayor Sanders' proposed 2012 budget.

"The tradition of beach bonfires has been enjoyed by San Diegans for generations," said Mayor Jerry Sanders. "And thanks to some generous San Diegans, that tradition will continue."

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“SAVE OUR FIRE PITS” 2011 – 2-2-2-2-2

The 186 fire pits are located along the beaches and bays in Ocean Beach, Mission Beach, Mission Bay and La Jolla.

“As the councilmember fortunate enough to represent most of our beach communities, I am very aware of how special these fire pits are,” said City Council President Pro Tem Kevin Faulconer. “There’s a certain quality of life I want everyone in San Diego to be able to enjoy, so I’m extremely proud of the public-private partnership we’ve developed to save the fire pits.”

The “Save Our Fire Pits” collaborative is lead by ConVis, The San Diego Foundation, the San Diego County Hotel-Motel Association and The City of San Diego in an effort to keep the iconic pits in place through June 2012 and beyond.

“San Diego’s beaches and bays play an important role in both our local culture and the experience we provide our visitors from around the world,” said Joe Terzi, president and CEO of the San Diego Convention & Visitors Bureau. “It is vital that we find a long-term solution to keep the fire pits along our shores, and I’m proud to be leading this cause with our partners who are standing here with me today.”

Local organizations that pledged support for the “Save Our Fire Pits” campaign during today’s press conference include: The San Diego Foundation, \$35,000; ConVis, \$25,000; and the La Jolla Community Foundation, \$4,500, which will fund the cost of the fire pits along La Jolla Shores.

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“SAVE OUR FIRE PITS” 2011 – 3-3-3-3

“Year after year, we hear from many San Diegans about the tremendous significance the fire pits hold for them,” said Bob Kelly, President and CEO of The San Diego Foundation. “The fire pits help many families create and celebrate memorable moments, some very traditional in nature. This is about the positive contribution the fire pits make to our quality of life in San Diego and we don’t want to lose that.”

Parties interested in making a donation to the “Save Our Fire Pits” campaign can visit www.sdfoundation.org/saveourfirepits.

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About the San Diego Convention & Visitors Bureau

The San Diego Convention & Visitors Bureau markets and sells the San Diego region worldwide as a preferred vacation and meeting destination, and represents and supports the interests of the visitor industry as a whole. Bureau members include tourism-related entities in such categories as lodging, dining, arts and attractions, shopping and transportation, among others, as well as other companies indirectly involved in the visitor industry.
www.sandiego.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.