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NEWS RELEASE

Faulconer, Gloria Release Plans for 2015 Centennial to Elevate, Celebrate and Promote Balboa Park

Yearlong Activities Will Rekindle Local Love for Balboa Park, Improve it for Next 100 Years

San Diego, CA – To commemorate the 100th anniversary of the 1915 Panama-California Exposition, Mayor Kevin L. Faulconer, City Council President Todd Gloria and several organizations with ties to Balboa Park have come together to create a 2015 Balboa Park Centennial that **elevates, celebrates** and **promotes** the park in 2015 and ensures it remains a treasure for all San Diegans for the next 100 years.

“In 2015, San Diegans are going to fall in love with Balboa Park all over again,” Mayor Faulconer said. **“We’ve brought people together to create and promote dozens of activities and improvements that will rekindle civic pride in our city’s crown jewel. This inclusive, community-driven Centennial is a reflection of how much San Diegans treasure Balboa Park and how invested they are in preserving it for future generations.”**

The 2015 Balboa Park Centennial will **ELEVATE** the park by making several significant improvements, such as new LED lighting along El Prado, free public WiFi throughout the park, the reopening of the historic California Tower and the expansion of the Japanese Friendship Garden.

“Just as the 1915 Panama-California Exposition spurred development of permanent assets in Balboa Park, the 2015 Centennial is a catalyst for increased investment that will preserve our park and ensure its vitality for the next 100 years,” Council President Gloria said.

The Centennial will **CELEBRATE** Balboa Park with the December Nights holiday event serving as the opening and closing ceremonies, a spring signature event focused on the park’s gardens and horticultural history, several special exhibits like *The Discovery of King Tut*, a Centennial concert in the Spreckels Organ Pavilion on New Year’s Eve and more.

“Balboa Park is the place to be in 2015,” said Deborah Klochko, chair of the Balboa Park Cultural Partnership and executive director of the Museum of Photographic Arts. **“Our institutions have over 100 exhibitions and programs planned, including *Gauguin to Warhol* at the San Diego Museum of Art, *Ingenious! The World of Dr. Seuss* at the History Center, *The Discovery of King Tut* at the San Diego Natural History Museum and *7 Billion Others* at the Museum of Photographic Arts. It will be a fantastic yearlong Centennial with plenty of activities for San Diegans and visitors alike.”**

Balboa Park Conservancy President Carol Chang said, “The Balboa Park Conservancy is pleased to partner with our park colleagues to celebrate the 2015 Centennial. We’re particularly looking forward to everyone joining us at December Nights, which will kick off this year of excitement in Balboa Park.”

The Centennial will **PROMOTE** Balboa Park with a new website featuring details about what’s going on in 2015, new high definition cameras throughout the park to broadcast Centennial events, a partnership with the San Diego County Fair and a long-term strategic marketing plan to promote the park as a premiere cultural destination, among other things.

The 2015 celebration officially begins with December Nights on Dec. 5, 2014.

The following Fact Sheet provides specifics about what the City of San Diego and other organizations have done or plan to do to **ELEVATE**, **CELEBRATE** and **PROMOTE** Balboa Park in 2015.

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