



FOR IMMEDIATE RELEASE

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30 Hearts. 30 Parks. 30 Days.

SF Parks Alliance Announces the Return of the #HeartYourParks Campaign

-- Spring fundraiser for San Francisco's only citywide parks non-profit kicks off on Earth Day, followed by a month-long gratitude campaign for local parks and public spaces --

SAN FRANCISCO, CA – San Francisco Parks Alliance is thrilled to announce the return of the 'Heart Your Parks' campaign for the first time since 2020! This month-long fundraiser aims to showcase the collective love and gratitude that we have for San Francisco's amazing parks and public spaces.

Heart Your Parks was initially launched in 2020 during the height of the pandemic, defined by the addition of social distancing hearts in parks across San Francisco, acknowledging the importance of these spaces. Two years later, parks continue to be critical to the city, its residents, and its recovery efforts.

In 2022, SF Parks Alliance is relaunching this multifaceted fundraiser on Earth Day. The start of the campaign will be marked by an evening of green illuminations across major San Francisco landmarks beginning on Friday, April 22, and continuing with a large-scale natural heart installation at Alamo Square Park on Sunday, April 24. In the 30 days that follow, 30 unique hearts will pop-up at 30 different parks across the city. The public can follow the campaign on SF Parks Alliance's social media accounts.

Throughout the month, the community is invited to participate by sharing their stories of love and gratitude for their parks and donating directly to the campaign. A fundraising goal of \$50k has been set, of which the first \$10K will be matched.

"Parks hold the power to bring so much joy, unity, and life to our city - and we can think of no better way to celebrate them than through this month-long gratitude campaign," says Drew Becher, CEO of SF Parks Alliance.

All funds raised during the Heart Your parks campaign will ensure that SF Parks Alliance can continue to support over 85 community partners across the city, renovate the highest need parks and playgrounds, and create safe public spaces where they are needed most. [Donations towards the campaign can be made here.](#)

Info & Links

Heart Your Parks Campaign page:

secure.sfparksalliance.org/campaign/heart-your-parks [or <https://bit.ly/37eYIOx>]

Photos & Logos: [folder of all images here](#)

Donation Details: All \$50+ donors will receive a custom Heart Your Parks sticker designed by local artist, [Orlie](#)

Activations

San Francisco landmarks that will be illuminated green in honor of the campaign:

Friday, April 22:

- San Francisco City Hall
- San Francisco International Airport

Friday, April 22 - 24

- Moscone Center
- Ghirardelli Square Sign

Friday, April 22 - 30

- Coit Tower
- Conservatory of Flowers
- Golden Gate Park Bandshell

Sunday, April 24 | 9am - 2pm :

- Alamo Square Park, a large-scale heart creation led by ephemeral artists @ForagedArt
- Children and Nature Pop-Up Play from San Francisco Recreation and Parks will be available for younger participants

For SF Parks Alliance Media Inquiries:

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SF Parks Alliance social media:

Instagram: [instagram.com/sfparksalliance](https://www.instagram.com/sfparksalliance)

Facebook: [facebook.com/sfparksalliance](https://www.facebook.com/sfparksalliance)

Twitter: twitter.com/sfparksalliance

Website: sfparksalliance.org

Approved hashtag: **#HeartYourParks**

About San Francisco Parks Alliance

SF Parks Alliance is San Francisco's only city-wide parks nonprofit. For over 50 years, SF Parks Alliance has partnered with communities and public agencies to create, sustain, and advocate for parks and public spaces that welcome and belong to everyone.

Throughout the pandemic, SF Parks Alliance has continued to offer safe, accessible, and joyful ways to celebrate our city's parks and public spaces with impactful programming that includes: Entwined, the SkyStar Observation Wheel, concerts at the Golden Gate Bandshell, Sundown Cinema outdoor movie nights, Skybridge on Stevenson community performances, and so much more!