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Make your park love official this Valentine's Day weekend at Dolores Park
City-wide nonprofit organizes second annual Love Letters to Parks

SAN FRANCISCO (February 1, 2011) – With Valentine's Day just two weeks away, Neighborhood Parks Council (NPC) understands you're hoping for cupid's arrow to strike you to find love. Well, look no further than your neighborhood park. Your search for the perfect Valentine is over!

In coordination with Recreation and Park Department (RPD), Dolores Park Works (DPW), Friends of Dolores Park Playground (FoDDP) and Dolores Park Dogs, NPC will be hosting its second Love Letters to Parks, a free event on Saturday, February 12 at Dolores Park from 2:00 PM to 4:00 PM. Attendees will sample local treats and write Valentines to their favorite parks. This lighthearted campaign and event will engage our park users and allow NPC to hear about the parks individuals love.

Neighborhood Parks Council believes that everyone deserves a clean, safe and fun park. Each day, tens of thousands of San Franciscans get out to their neighborhood parks to participate in recreation programming, enjoy their morning coffee, catch a glimpse of the city skyline, or meet a friend after work. Children enjoy playgrounds, and seniors get exercise. NPC wants Love Letters to Parks to capture those moments in building momentum for parks. Submitted Love letters can recall special park moments, such as meeting a new friend or celebrating a special occasion, or they may describe the most enjoyable aspects of the park itself.

With the success of last year's campaign and event, we wanted to invite park lovers again to celebrate the city's wonderful parks. The public is invited to write a "love letter" to their favorite park at the event or online.

In addition to posting the park love letters on the web: <http://www.sfnpc.org/loveletters2011>, Facebook page (www.facebook.com/SFNPC) and Twitter feed (@SF_NPC), NPC will also be partnering with local business, Dolores Park Café, Bi-Rite Creamery, Lilah Belle's, Jeffery's Pet Foods and Faye's Video to display Valentines created by the Love Letters to Parks event in local store windows.

"We're extremely lucky to have world-class parks in San Francisco. The people who visit these parks on a daily basis are extremely proud to call the local parks their own," said Meredith Thomas, Executive Director of the Neighborhood Parks Council. "Love Letters to Parks is a creative and fun way for park people to profess their love to our green spaces. This cheerful event and the resulting love stories illustrate the full potential of our parks."

The Valentine's Day event is free and open to the public, and snacks and refreshments will be provided. Generous donations will be provided by Bi-Rite Market.

For more information about the Valentine's Day kickoff event at Dolores Park, including an alternate rain site, visit <http://www.sfnpc.org/loveletters2011>.

About the Neighborhood Parks Council

Established in 1996, the Neighborhood Parks Council (NPC) is a citywide nonprofit that emphasizes how vital parks and open spaces are to every neighborhood in San Francisco. NPC helps the community take action on park issues and keeps parks a priority at City Hall. NPC's current programs include: Park Stewardship, ParkScan, Park Advocacy, Playground Initiative, Playfields Stewardship Initiative, Open Space 2100 and the Blue Greenway. NPC believes every inch of the city is valuable and all citizens should have clean, safe and enjoyable parks. To learn more about NPC and its programs, please visit <http://www.sfnpc.org>.

For more about our partner organizations please visit:

Recreation and Park Department www.parks.sfgov.org/
Dolores Park Works www.doloresparkworks.org/
Friends of Dolores Park Playground www.friendsofdolorespark.org/
Dolores Park Dogs www.doloresparkdogs.org/
Dolores Park Café www.doloresparkcafe.com/
Bi-Rite Market www.biritemarket.com/
Lilah Belle's www.lilahbelles.com
Jeffrey's Pet Foods www.jeffreysnaturalpetfood.com/
Faye's Video www.fayesvideo.blogspot.com/