



## NEWS RELEASE

Media Contact: Erin Taylor, Communications Specialist, Forever Balboa Park,  
[erin@balboapark.org](mailto:erin@balboapark.org), (619) 331-1929

### **sPARK Awards Celebrate Balboa Park Innovators and Change-Makers**

Winners Announced at Special Event on March 29, 5:00 p.m.–7:00 p.m.

SAN DIEGO (February 27, 2023) – Forever Balboa Park is launching the annual **sPARK Awards: Celebrating Innovation in Balboa Park** to recognize the people and organizations that amplify Balboa Park’s distinct role and increase the park’s positive impact on wellbeing through creativity, collaboration, and imagination. Winners for outstanding achievement in three categories will be celebrated at a special event on **March 29, 5:00 p.m.–7:00 p.m.**, in the House of Hospitality’s Prado Ballroom. Tickets to the awards ceremony and celebration are open to the public and available at different price points, including a discounted young professional ticket.

Balboa Park is a source of health and wellness, economic benefit, and cultural enrichment for the San Diego region and beyond. The sPARK Awards are designed to honor this and the individuals, organizations, and groups that advance meaningful park experiences, deeper and broader connections, and environmental wellbeing and sustainability. Winners in three categories will be selected from among the nominees by a volunteer Selection Committee whose members come from diverse experiences and backgrounds and share a love for Balboa Park. Each awardee will be given a \$5,000 cash prize from San Diego Foundation for their nonprofit affiliation of choice, to fuel continued innovation and curiosity.

The three award categories are Igniting Innovation, Crossing Boundaries, and Enhancing Ecosystems.

- **Igniting Innovation** recognizes innovation, imagination, and risk-taking related to Balboa Park, particularly efforts that spark new ways of viewing or experiencing Balboa Park, leading to increased opportunities, possibilities, and potential.
- **Crossing Boundaries** acknowledges interdisciplinary or cross-sector collaboration that demonstrates Balboa Park’s multifaceted impact, specifically cross-disciplinary, organizational, cultural, generational, or other boundaries that make connections among nature, art, science, performance, learning, history, and civic engagement.
- **Enhancing Ecosystems** recognizes outstanding efforts that enhance Balboa Park ecosystems, expand environmental stewardship within or through Balboa Park, or support the connection between Balboa Park’s natural spaces and community health.

The sPARK Awards ceremony on March 29 includes a cocktail reception with heavy hors d'oeuvres, a speakers panel focused on innovation and change-making in San Diego, and the awards presentation. Early Bird ticket pricing is available through March 3. Tickets can be purchased at [Eventbrite](#). For more information on the sPARK Awards and sponsorship opportunities, visit [foreverbalboapark.org/spark](http://foreverbalboapark.org/spark).

### **Forever Balboa Park**

Forever Balboa Park is the City of San Diego's partner in advocating for the greater good of Balboa Park. Its focus is to sustain the park's legacy, enhance its many assets, and collaborate with park stakeholders to envision and execute future plans to benefit both residents and visitors for decades to come. It brings valued resources to the park as a convener and organizer, raising funds and cultivating volunteers to realize and activate projects, programs, and services for the best interests of the park and the greater San Diego community.

###