Draft/Version 1

For Release: January 17, 2018

Media Contact: Peter Bartelme, YBCBD, 415-664-1503, pb@prstrategies.com

Yerba Buena Community Benefit District Honors Neighborhood Improvement Champions at Inaugural Yerba Buena Community Excellence Awards

San Francisco, Calif., January 17, 2018 — <u>Supervisor Jane Kim</u>, public art champions and organizers of a free cultural arts festival were among the honorees of the <u>Yerba Buena Community Benefit District's</u> (YBCBD) inaugural Yerba Buena Community Excellence Awards, given to individuals and organizations that improve the Yerba Buena neighborhood by making it cleaner, safer and more inviting.

"This is a wonderful honor that reflects the incredible collaborative work of the YBCBD, district residents, cultural institutions and businesses to make this such a great neighborhood," said Supervisor Kim.

YBCBD Board Chair Candace Sue said the honoree's commitment to Yerba Buena is inspiring. "The exceptional work of our award recipients truly makes a difference in how people experience Yerba Buena on a daily basis," said Sue.

Honorees received a replica of a San Francisco street sign adorned with Yerba Buena at a ceremony Tuesday at the Marriott Hotel. Awards were given in four categories to six recipients:

- Excellence in Championing a Better Yerba Buena: <u>Supervisor Jane Kim</u> for her ongoing support of YBCBD programs and her sustained efforts to support neighborhood interests.
- **Excellence in Community Placemaking**: Yerba Buena Gardens Festival for their 150 free annual events for all ages, which have been called a "magic carpet ride through the arts," with world-class performing artists of varied cultures, ethnicities, and artistic genres from classical, world and jazz music, contemporary and traditional dance, theater, children's and family programs.
- Excellence in Community Service. <u>YBCBD Clean Team Member Jesus Pena</u> and <u>YBCBD Community Guide</u>
 <u>Calvin May</u> for their outstanding efforts to improve daily quality of life in the district.
- Excellence in Community Beautification. <u>CMG Landscape Architecture</u> for their work on the award-winning Yerba Buena Street Life Plan, custom bike racks, originally styled benches and Parkmobiles. Also, <u>Sites Uns_en</u> for public art projects, including large-scale neon text-based *Love Over Rules* installation by Hank Willis Thomas at Annie Street; Barry McGee's large-scale mural on the Moscone Garage; and Leah Rosenburg's installation that enlivens the niches along Natoma Street with bright paint, lighting and seating.

Honorees were selected by the YBCBD's various volunteer committees and its Board of Directors comprised of Yerba Buena residents, businesses, and nonprofit organizations.

The YBCBD is a community-based nonprofit that provides clean and safe services, streetscape improvements, public safety enhancements, and neighborhood marketing and community engagement programs in Yerba Buena. It oversees a Community Guides program, SFPD bike patrol officer program, graffiti removal, street and sidewalk cleaning, neighborhood marketing, public art projects and other improvement efforts. Learn more at www.YBCBD.org and on Facebook.