

# GOLDEN GATE BRIDGE ANNIVERSARY

Come celebrate the span that brings us together: the Golden Gate Bridge. It stands for San Francisco and the creativity of the Bay Area; it represents the audacity and ingenuity of the American people; and it unites the dreamers, all around the world, who still believe in the vastness of human potential. In the Bridge's 75th anniversary year, we at the Golden Gate National Parks Conservancy are proud to work with the Golden Gate

# 75

Bridge, Highway and Transportation District on a celebration befitting this masterpiece, in cooperation with the National Park Service, Presidio Trust, and City & County of San Francisco. We are delighted to deliver a spectacular weekend festival (May 26-27), partner with diverse community organizations on yearlong tribute programs, and create Bridge visitor experience improvements. [www.goldengatebridge75.org](http://www.goldengatebridge75.org)



ANNIVERSARY CELEBRATION VENUES, MAY 27, 2012

## 1 FORT POINT

- Art installations

## 2 BRIDGE PAVILION

- Welcome center

- Museum store

## 3 CRISSY FIELD

- Music/dance stage
- Films and exhibits
- Historic watercraft parade
- Vintage auto show

## 4 THE PRESIDIO

- Photo and sound exhibition

## 5 EAST BEACH

- Information center

## 6 MARINA GREEN

- Displays and booths
- Performance stage

## 7 FORT MASON CENTER

- Bridge art show

## 8 SF MARITIME NATIONAL HISTORICAL PARK

- Historic ship tours
- Displays and music

## 9 GHIRARDELLI SQUARE

- Panel exhibit

## 10 FISHERMAN'S WHARF

- Music and displays

## 11 PIER 39

- 1930s music and dance festival

## GOLDEN GATE FESTIVAL

The two-day festival (May 26-27) will bring the story of the Bridge alive, with activities from Fort Point to Pier 39. Under the theme, "Bridging Us All," this free festival frames the Bridge as a source of pride for the entire Bay Area. While there will be no Bridge Walk this year, this event is sure to go down in international (orange) history!

### Saturday, May 26: Family Park Day

- \* Bridge History Tent of exhibits, artifacts on Crissy Field
- \* Ranger-led talks and other opportunities to learn about the Bridge and its links to the Golden Gate National Parks
- \* Bike trips for kids by YMCA
- \* Film night in the Presidio

### Sunday, May 27: Anniversary Celebration

- \* Atmosphere evoking 1937 Golden Gate Bridge Fiesta
- \* Bridge History Tent of exhibits, artifacts on Crissy Field
- \* Music and dance stages at Crissy Field, Marina Green
- \* Food and beverage vendors
- \* Vintage auto display
- \* Historic watercraft parade
- \* Commemorative merchandise tent
- \* Displays and booths from celebration partners
- \* Pier 39 music and dance festival
- \* Fireworks and grand finale, starting at 9:30 pm

### Both Days

- \* Fort Point: Art installations
- \* Presidio: Photo and sound exhibition
- \* Fort Mason Center: Art show
- \* San Francisco Maritime National Historical Park: Exhibits
- \* Fisherman's Wharf: Music and displays
- \* Ghirardelli Square: Exhibits

Attendees are strongly encouraged to take public transportation and bike (bike parking available on Sunday). Check [www.goldengatebridge75.org](http://www.goldengatebridge75.org) in the coming weeks for updates on transit information and event schedule.

## OUR CELEBRATION PARTNERS



Genentech



KAIER PERMANENTE



odwalla.

The Golden Gate Bridge 75th anniversary celebration is supported by these esteemed corporate partners, and their generosity enables us to hold the festivities without any toll revenue. The lead underwriters, at the "Tower" level, are all imbued with the pioneering and innovative spirit that built the Bridge—and characterize the Bay Area to this day. Tower Partners include:

**Genentech**, the Bay Area-based founder and leader of the biotechnology industry;

**Hewlett-Packard (HP)**, the world's largest information technology company;

**Kaiser Permanente**, a health care organization for the 21st century with deep roots in the Bay Area; and

**Wells Fargo**, a diversified, community-based financial services company founded in 1852 and headquartered in San Francisco.

We also appreciate the generous support of our "Cable" Partner, Odwalla. Additional support is

provided by our "Builder" Partners, Hanson Bridgett LLP and Levi Strauss & Co.

It is an honor to work alongside the following media and promotion partners, who are spreading the excitement around this anniversary: Cumulus Media, NBC Bay Area, San Francisco Chronicle, San Francisco magazine, San Francisco Travel Association, SF Gate, and Telemundo.

We extend heartfelt thanks to our corporate partners, in-kind contributors, and media and promotion partners. Their civic engagement is a fitting tribute to the community that came together to build the Golden Gate Bridge—75 years ago. Thank you to all of our partners!

# LASTING GIFTS TO THE BRIDGE

UPGRADES COMING FOR VISITORS

**New guided tours**, new amenities, and enhanced park trails are bundled together as a birthday present to the Golden Gate Bridge—and the visitors will benefit the most from these dramatic improvements. In April/May, they will enjoy:

**BRIDGE PAVILION** The plaza at the south end of the Bridge will be revitalized with more gathering space, restored historic views, better wayfinding signage, exhibits funded by the National Science Foundation, and a new centerpiece for the visitor experience: the Pavilion.

Packed with sustainable features by Project FROG, the 3,500-square-foot welcome center will provide information and orientation, showcase exhibit panels and artifacts, and offer high-quality interpretive and commemorative items for purchase. A focal point of the space is the 12 1/2-foot-tall Bridge "test tower" used in 1933 to study stresses on the design.

**NEW ROUND HOUSE PROGRAMS** The historic Round House will be repurposed as a hub for Bridge programs. It will be a starting point for new, personally guided tours—including the first-ever night tours (buy your tickets at [www.goldengatebridge75.org](http://www.goldengatebridge75.org) starting May 1). A new "green screen" commemorative photo opportunity will allow visitors to capture picture-perfect memories of the Bridge—even on foggy days.

**IMPROVED BRIDGE CAFE** The menu will get a makeover, with an emphasis on delicious selections that are fresh, local, and organic.

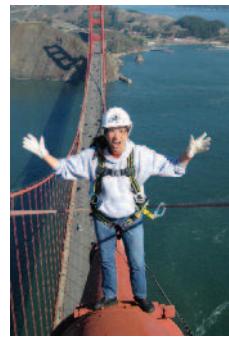


Rendering of Pavilion exhibit panels

**BETTER CONNECTIONS TO PARKS** The Bridge is flanked by the Marin Headlands to the north and the Presidio to the south—both sites in the Golden Gate National Parks. Improved trails—such as the nearby Bay Trail segment—bring Bridge visitors from the majesty of a national landmark to the wonder of a national park.



Rendering of visitor experience improvements at south plaza



Simulated "green screen" photo

At the new Golden Gate and Pacific Overlooks above the Presidio bluffs, and from the vista point overlooking Fort Point, visitors will see the Golden Gate in a new light. Not just an engineering marvel, the Bridge is a pathway for exploring history and nature—the world's most famous "trail!"

## EDUCATIONAL PROGRAMS FOR KIDS

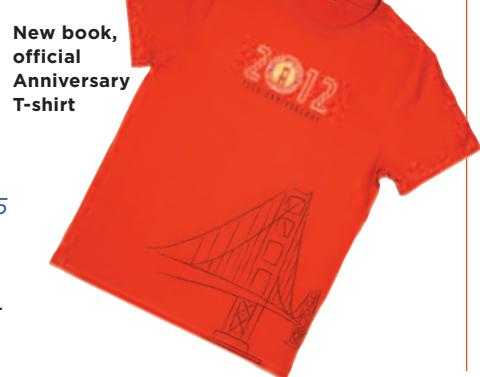
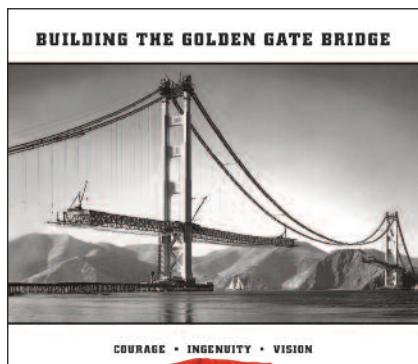
The lessons and

inspiration of the Bridge will be passed to future generations through a Bridge-themed summer camp at Crissy Field Center and park ranger hikes. Classroom resources for teachers are also available under "Partners>Education Partners" at [www.goldengatebridge75.org](http://www.goldengatebridge75.org).

Check the website for updates on new programs and improvements!

# SHARE THE MAGIC

To celebrate the Bridge's 75th Anniversary, the Parks Conservancy is creating over 100 exciting new items that tell the story of the Bridge in educational and fun ways, including: historical reproductions, photo books, great kids items, cool (and warm) apparel, beautiful prints, and more. Available at [www.goldengatebridge75.org](http://www.goldengatebridge75.org) (check for new arrivals) and at the Bridge Pavilion (open late April). And Parks Conservancy members enjoy 15% off!



The Golden Gate Bridge 75th Anniversary is a project of:



In cooperation with:



# YEARLONG PARTY

**The 75th anniversary celebration** is a potluck of monumental proportions! Seventy-five Bay Area civic, cultural, and educational organizations are bringing their own vibrant programs and events to the table throughout 2012. Below is a sampling of these "community tributes." Check back often at [www.goldengatebridge75.org](http://www.goldengatebridge75.org) for full listings.

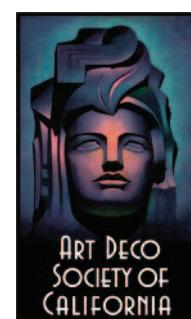
## MARCH 2012

Marin History Museum

The Golden Gate Bridge: An Icon That Changed Marin Exhibit  
Through September 1  
[marinhistory.org](http://marinhistory.org)

California Historical Society

A Wild Flight of the Imagination: The Story of the Golden Gate Bridge Exhibit  
Through October 14  
[californiahistorical-society.org](http://californiahistorical-society.org)



Art Deco Society of California  
Swinging on the Golden Gate Bridge Ball  
May 5  
[artdecosociety.org](http://artdecosociety.org)

## APRIL 2012

San Francisco Carnaval  
Golden Gate Jubilee  
April 7  
[sfcaraval.org](http://sfcaraval.org)

The Golden Gate Brass Band  
75th Anniversary Tribute Performances  
April 14 & 26,  
May 6, 8, & 27  
August 19  
[goldengatebrass-band.com](http://goldengatebrass-band.com)

## MAY 2012

Kathryn Roszak's Danse Lumiere Rehearsal of Bridge Dance  
May 2; performance May 27  
[dkldance.com](http://dkldance.com)

San Francisco Giants International Orange Friday at AT&T Park May 18  
[sfgiants.com](http://sfgiants.com)

Jewish Community Center of San Francisco Architectural Symposium, featuring New Yorker architecture critic Paul Goldberger May 22  
[jccsf.org](http://jccsf.org)

FOR-SITE Foundation International Orange Art Installations at Fort Point May 25–October 28  
[for-site.org](http://for-site.org)

SFMOMA Sounds of the Golden Gate by Bill Fontana May 26–28  
[sfmoma.org](http://sfmoma.org)

International Orange Chorale Performance of "San Francisco, Open Your Golden Gate" May 27  
[iocsf.org](http://iocsf.org)

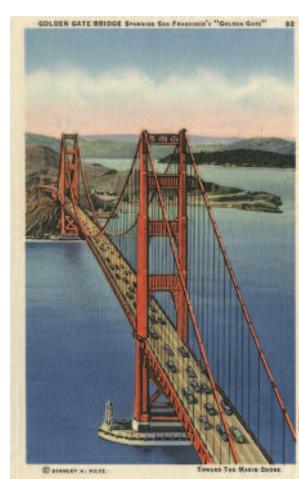
Golden Gate Festival May 26–27  
[goldengatebridge-75.org](http://goldengatebridge-75.org)

# BE A PART OF IT ALL

## Forbidden kisses

above Fort Point and unforgettable proposals at the tower. Sailing under for the first time and shuffling across on the 50th anniversary. Memories of grandfathers who worked on the Bridge and grandmothers who were among the first to cross it.

These are just some of the stories you have shared with us—and we would love to hear more as we put together this collective Valentine for the Bridge we love. Visit [www.goldengatebridge75.org](http://www.goldengatebridge75.org) and click on "Celebrate>Share Stories and Photos" to read these wonderful tales, then tell us your favorite anecdote and showcase



your best photography. Also, follow us on Twitter (@ggb75), "like" us on Facebook at [facebook.com/ggb75](http://facebook.com/ggb75), and subscribe to our e-newsletter at [www.goldengatebridge75.org](http://www.goldengatebridge75.org).

Leave a lasting legacy by making a gift to Bridge education programs and visitor-experience improvements. Become a steward of the parks that cradle the Bridge by donating to the Golden Gate National Parks Conservancy. Visit [www.goldengatebridge75.org](http://www.goldengatebridge75.org) and click "Donate" for details, or text "ggb75" to 20222 to make a \$5 gift.

Volunteering in the parks is another great way to give back to these beloved places. Learn more by visiting [www.parksconservancy.org/volunteer](http://www.parksconservancy.org/volunteer) or calling (415) 561-3044.

Editor: Michael Hsu Art Director/Designer: Bill Prochnow

Photos/Illustrations: Festival map illustration, ©James Laish; Pavilion and plaza rendering, Surfacedesign Inc.; "green screen" simulation, Conservancy photo; book cover photo, from holdings of the GGBHTD (used with permission); event photos, courtesy of Art Deco Society of California, Kathryn Roszak's Danse Lumiere, California Academy of Sciences; vintage postcard, Conservancy file image