

Tile Painting Event in October 2008 Will Raise Funds for New Lifeguard Tower

October 3, 2008. On Sunday, October 19 from 10am-4pm Friends of the Powerhouse and the City of Del Mar Lifeguards will hold a tile painting event "Party in the Park!" in Powerhouse Park to raise funds for the new Lifeguard Tower, it was announced today by Jill Coughlin and Ronnie Delaney, Friends of the Powerhouse Boardmembers and Co-Chairs of the event.

In addition to tile painting, there will be face painting, live music, a barbeque lunch and commemorative t-shirts and sweatshirts. Bricks that will be installed at the new facility will also be for sale with personal inscriptions.

"Party at the Park! is a fun way for families and Del Marians to come out and support the Del Mar Lifeguards as we raise funds for a new Lifeguard Tower and Beach Safety Center," said Coughlin.

Every dollar raised at this event will be matched by the Del Mar Foundation as part of a \$35,000 Community Challenge grant the group has earmarked for the new Lifeguard Tower.

"We'd like as many Del Marians as possible to be a permanent part of Del Mar history by coming out to Powerhouse Park and painting a tile or having a brick inscribed for the new Lifeguard Tower," said Delaney.

The prices for tiles and bricks which will be installed at the new Lifeguard Tower remain the same as the prices charged for the Powerhouse Community Center nine years ago. Participants can paint their own creation on a tile, or they can purchase one of four designs created by local artist Annika Nelson.

"Through a variety of efforts over the past two years, the Friends of the Powerhouse has raised more than \$125,000 in the community for this worthy cause. As with the renovation of the Powerhouse Community Center nine years ago, we're pleased to be working closely with the City of Del Mar to make this much-needed facility a reality," said Barbara Harper, Fundraising Chair for the Lifeguard Tower and Beach Safety Center.

The commemorative t-shirts and sweatshirts which will be on sale that day are silk-screened with a sketch of the current lifeguard tower drawn by Lifeguard Mark Rathsam. Commemorative ball caps produced by Casa Del Mar, a local manufacturer of custom apparel and promotional products, will also be available for purchase.

Tiles measuring 4" x 4" are priced as follows: 1 for \$40, 2 for \$75, 3 for \$100 and 4 for \$130. Family size tiles have been added for this event; they measure 8" x 8" and cost \$150 each. Bricks can also be purchased for \$250 and inscribed with a personal message.

The tiles and bricks will be installed during construction of the new Lifeguard Tower. All proceeds raised at the October 19 event will go toward the new Lifeguard Tower and checks, cash and Visa/MC will be accepted. For more information call 858 755 1641.