



*** Press Release ***

Blumenfeld Points His Handlebars Towards Yosemite *Outgoing Rec & Park GM to Bike 160 Miles to Camp Mather Family Camp*

For Immediate Release

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SAN FRANCISCO-- While most people tend to coast through their last days on the job, Jared Blumenfeld, outgoing general manager of the San Francisco Recreation and Park Department, will spend his last two on an ambitious 160-mile bike ride up to Camp Mather Family Camp near Yosemite National Park, July 3 and 4, 2009.

"Nobody can say Jared Blumenfeld isn't willing to go the extra mile for our parks," said Mayor Gavin Newsom.

Blumenfeld, who took over the top post at the Recreation and Park Department on an interim basis in October 2008, made an enthusiastic first impression by biking to all 220 parks in the city during his first three months on the job. The one remaining Recreation and Park site he has yet to visit is Camp Mather, set 4,300 feet above sea level along the western slopes of the Sierra Nevada mountains.

"People thought it was rather outrageous when I said I was going to bike to all 220 parks in San Francisco," said Blumenfeld. "But it also highlighted the fact that our parks and open spaces are accessible by cleaner, greener modes of transportation, even if they are 160 miles away."

The bike ride to Mather will be Blumenfeld's last official act as the Department's general manager. He will then make way for incoming general manager Phil Ginsburg, who begins work on July 7.

Blumenfeld will assume his original position as director of The City's Department of the Environment.

(more)

SF Recreation and Park Department
GM Blumenfeld Bikes 170 Miles to Yosemite
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"It's exciting and important to see Jared's commitment to sustainable transportation connected so directly to his passion for San Francisco's parks system," said Leah Shahum, executive director of the 10,000-member San Francisco Bicycle Coalition (SFBC). "As inspiring as this major ride to Camp Mather is, we are just as impressed by Jared's everyday commitment to better bicycling to parks and recreation centers, to work or to anywhere. Jared is not just talking the talk-- he really is riding the ride."

On Friday, July 3, Blumenfeld will depart from Dublin for a 90-mile ride to Turlock, Calif., where he'll spend the night. On Saturday, he'll complete his trek to Camp Mather on a 70-mile ride through Granite Springs, La Grange and Coulterville via CA-132.

Blumenfeld has dedicated his ride to Tony Patch, legendary Bay Area sports official and vice-president of the Friends of Camp Mather, who passed away on June 28. Donations can be made in Mr. Patch's honor to the Friends of Camp Mather, www.campmather.com.

Camp Mather is a rustic family camp located just west of Yosemite National Park. With full recreation amenities including a swimming pool, swimming lake, sports facilities, private cabins, supervised recreation programs and evening campfire entertainment, Bay Area families have flocked to the popular camp site for more than 85 years. Camp Mather was named in honor of Stephen T. Mather, the first director of the National Park Service.

For more information, please call the Recreation and Park Department at (415) 297-7174.

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