

# COPYWRITING FOR PRINT/ONLINE

## SAMPLES OF

# ALCATRAZ

## LISTEN UP



CONVICT AND LAWYER ON ALCATRAZ, 1946

### Audio tour

Heard the big news?  
The award-winning  
Alcatraz audio tour  
is new and improved.  
Powered by the latest  
digital technology, it  
offers you even more  
fascinating stories  
about life on The Rock.



PHOTO BY CHARLOTTE FORTINO



FOR TICKETS TO ALCATRAZ, VISIT [WWW.PARKSCONSERVANCY.ORG](http://WWW.PARKSCONSERVANCY.ORG) OR [WWW.ALCATRAZCRUISES.COM](http://WWW.ALCATRAZCRUISES.COM), OR CALL (415) 981-7625.

SAN FRANCISCO EXAMINER

ALCATRAZ

### RUNNING OUT OF TIME BEFORE MOTHER'S DAY?

**Cellhouse store**

The newly expanded Alcatraz Cellhouse Museum Store is the best place for truly unique gifts. You're sure to find something that show Mom that she's "the rock" in your life.

FOR TICKETS TO ALCATRAZ, VISIT [WWW.PARKSCONSERVANCY.ORG](http://WWW.PARKSCONSERVANCY.ORG) OR [WWW.ALCATRAZCRUISES.COM](http://WWW.ALCATRAZCRUISES.COM), OR CALL (415) 981-7625.

ALCATRAZ

### You are expected to bathe in a reasonable length of time

Rule #29  
Regulations for Inmates  
United States Penitentiary, Alcatraz

But take your time browsing the **expanded Alcatraz museum store**, stocked with a wide selection of unique and educational items, like the complete book of inmate rules. See rare artifacts from the Island archives, like officer badges and inmate handcuffs, and then bring home historically-accurate replicas. So feel free to explore. We won't rush you.

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SAN FRANCISCO EXAMINER

## Be monumental.

Seventy-five years ago, Bridge Engineer Joseph Strauss led a team of innovative pioneers in the construction of one of the greatest monuments of all time. The Bridge stands today as a symbol of ingenuity, imagination, and perseverance.

**Now it's your turn.** Take your place in the Joseph Strauss Legacy Circle and support the Bridge's legacy for generations to come.

You or your company will be recognized on the Strauss statue at the Bridge, and you will join other business and civic leaders at a once-in-a-generation party at Crissy Field on May 27.

(415) 561-3050

[www.goldengatebridge75.org](http://www.goldengatebridge75.org)







## A BRIDGE FOR ALL TIME. A MOMENT FOR A LIFETIME.

The Golden Gate Bridge only turns 75 once. To mark the occasion, a spectacular community celebration and invitation-only International Orange (No-tie) Gala reception will be held on May 27.

With a gift of \$5,000 to the Joseph Strauss Legacy Circle, you can join Larry Baer and Nancy Hellman Bechtle, co-chairs of the 75th Anniversary Committee, at this exclusive reception on Crissy Field. Enjoy live music, entertainment, and front-row seats to an unforgettable fireworks show.

With a contribution of \$10,000 or more, you also will be recognized on the base of the Strauss statue at the Bridge Plaza.

Visit [www.goldengatebridge75.org](http://www.goldengatebridge75.org) or contact Kathryn Morelli, Golden Gate National Parks Conservancy, at (415) 561-3050.

*Joseph Strauss, Chief Engineer of the Bridge, ca. 1937*  
PHOTO: BRUCE BELL; HUFF; STRAUSS FROM THE RECORDS OF THE GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT. USED WITH PERMISSION.



SAN FRANCISCO MAGAZINE



# TURNING THE TIDE 2010

*april 14-16, 2010*

Plug into an unparalleled atmosphere of creative energy, channeled into action for environmental change at the Institute at the Golden Gate. The Institute—located at Fort Baker in the heart of the Golden Gate National Parks—offers visionary leaders like you a forum for new ideas, new partnerships, and new hope for a more sustainable future.

This April the Institute's signature program, Turning the Tide, will once again convene some of the foremost innovators on global sustainability. At the 2009 event, Nobel Laureates, Pulitzer winners, CEOs, nonprofit pioneers, youth activists, and trailblazing scientists and artists collaborated on novel and dynamic solutions.

Find inspiration and illumination. Recharge your faith in our shared potential—and act for the planet's best future.

Spark something new. Visit [www.instituteatgoldengate.org](http://www.instituteatgoldengate.org).



PHOTOGRAPH ©2008 MICHAL VENERA



**MISSION**  
The Institute at the Golden Gate advances environmental preservation and global sustainability by facilitating cross-sector dialogue and collaboration, encouraging new partnerships, and prosecuting action. As a program of the Golden Gate National Parks Conservancy in partnership with the National Park Service, the Institute transmits a legacy of innovative community engagement from the protection of the parklands to solutions for our planet.  
**ESTABLISHED: 2008**



**FORT BAKER**  
Located in the Marin Headlands on the north side of the Golden Gate Bridge, Fort Baker has stood sentinel at the entrance to San Francisco Bay for more than a century. Now a spectacular national park located in a UNESCO international biosphere reserve, Fort Baker is home to the Institute at the Golden Gate and Cavallo Point—the Lodge at the Golden Gate, the first national park lodge in the country to achieve LEED Gold certification. Environmental groups may apply to the Institute at the Golden Gate for reduced meeting and room rates.



**The environmental challenges are real.  
The time to act is now.  
The Institute at the Golden Gate is a catalyst.**

Since its establishment in 2008, the Institute at the Golden Gate has become a driving force for cross-sector collaboration and solutions that are helping to shape a better world.

Tapping into the talent and creativity of the Bay Area and Silicon Valley, the Institute at the Golden Gate unites business leaders, scientists, journalists, youth leaders, policymakers, academics, and other dedicated citizens to promote global sustainability and responsibility.

Through its *Turning the Tide* conferences, public lectures, co-hosted meetings, and programs such as *Park Prescriptions*, the Institute at the Golden Gate fosters relationships with organizations and individuals committed to positive change.

#### Lectures & Public Programs

As part of its mission to bring the latest in global environmental thinking and action to the Bay Area, the Institute presents public programs and lectures in partnership with the Commonwealth Club and Conservation International. For lecture schedules and details on both series, please visit [www.instituteatthegoldengate.org](http://www.instituteatthegoldengate.org).



#### Park Prescriptions: Good Health from the Great Outdoors

*Park Prescriptions*, a growing national movement designed to strengthen the links between the U.S. healthcare system and parks and public lands, is a direct result of connections cultivated by the Institute at the Golden Gate and its *Turning the Tide* event. Since 2009, a cross-sector group of physicians, healthcare advocates, park leaders, policymakers, and environmental experts have collaborated with the Institute to advance this important initiative, which was highlighted in a recent national-level listening session on health and the outdoors. The Institute at the Golden Gate has published a summary of existing campaigns and programs in *Park Prescriptions: Profiles and Resources for Good Health from the Great Outdoors*, available at [www.instituteatthegoldengate.org/parkprescriptions](http://www.instituteatthegoldengate.org/parkprescriptions).



[www.instituteatthegoldengate.org](http://www.instituteatthegoldengate.org)



## SAN FRANCISCO BUSINESS TIMES



## BAYNATURE MAGAZINE





**BE HERE.**

**Start here.**  
[www.parksconservancy.org](http://www.parksconservancy.org)  
Guide to the Golden Gate National Parks,  
Alcatraz tickets, maps, and more.

**GOLDEN GATE  
NATIONAL  
PARKS  
CONSERVANCY**



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