

Sparkle & Shine spruce-up effort raises \$54,000

BY PAT SHERMAN

The La Jolla Village Merchants Association's (LJVMA) Sparkle & Shine campaign has now raised more than \$54,000 to clean sidewalks and trash cans in the Village.

Money for the cleaning is raised when people purchase a banner, to be displayed on poles throughout the Village and along Torrey Pines Road.

Steam cleaning began in November, and the first round of 56 banners went up Dec. 1.

"The initial display is just the kick off!" Sparkle & Shine lead organizer and LJVMA board member Nancy Warwick said. "This is an ongoing program, and we have space for more banners. It is our hope that many more individuals and business owners will join the effort, given the value and importance of this tax-deductible campaign to clean the Village. The banners offer highly visible recognition to businesses that would otherwise not be able to be promoted in such a manner. It's a win-win approach to dealing with a serious and absolutely unacceptable problem in the Village."

Business owners or residents can purchase an 8-foot-tall banner for \$400 per month, through March 2015, featuring a business name, family name, child's school or sports team.

A 20-percent discount is provided for those who place a banner for three or

four months. More at (858) 454-5718 or info@lajollabythesea.com

■ **Donors to the Sparkle & Shine campaign include:** Alcorn & Benton Architects, Ark Antiques for Animal Charities, Best Western Inn by the Sea, Bijou French Bistro, the law firm of Blanchard Krasner & French, Bowers Jewelers, BraveCort Foundation for childhood cancer research, Capital Growth Properties, City National Bank, The Décor Plan, Esteban Interiors, George's at the Cove, Geppetto's Toys, Gillispie School, Girard Gourmet, Grande Colonial Hotel, Island Architects, La Jolla Beach & Tennis Club, *La Jolla Light*, La Jolla Music Society, La Plaza La Jolla, La Jolla Village Lodge, Marengo Morton Architects, Meanley & Son Ace Hardware, Muttropolis, Needle Nook, Puesto, Ohana Café, Rancho Financial Mortgage, Richard Walker's Pancake House, Sigi's boutique, Torrey Pines Property Management, Warwick's Bookstore, Whisknadle, Sherry Ahern, Darcy Ashley, The Book Shelf (by Tracy Trudeau), Chicklits Book Club, Orrin Gabsch (sponsoring The Bishop's School), Deborah Greenspan (of Pacific Sotheby's), La Jolla Town Foundation, Bill and Michelle Lerach, Susie Barbey, Cameron Booth, Jane Marks, Ruthi Warburg (and seven friends), Marian Warwick and Dave Weston. ➔



Community leader and La Jolla Art & Wine Festival founder Sherry Ahern poses beneath the banner she and her family purchased at the corner of Fay Avenue and Pearl Street. Ahern has also assisted Sparkle & Shine organizer Nancy Warwick in recruiting donors to the campaign.



James Niebling and Esteban Lopez of Esteban Interiors pose beside the Sparkle & Shine banner they purchased, located on Girard Avenue, near Quint Gallery.