



FOR IMMEDIATE RELEASE
February 23, 2021

San Francisco's Cliff House encapsulated a rich part of our city's heritage at Land's End in the Richmond District for 157 years. It was more than a meal, and more than a view. It was a chance to experience the west side's unique atmosphere, a place where the spirits of our ancestors lingered, where all San Franciscans hosted out-of-town guests, and we introduced the next generation to our shared cultural history.

The recent closure of the Cliff House is the end of an era, and our shared heritage is now being sold off, piece-by-piece, despite valiant efforts, by longtime owners to save their beloved business. An auction is set to take place March 11-12th and we need your help to pick up these pieces.

Art and historical artifacts connected to the Cliff House, Sutro Baths, and Playland, have been steadily auctioned off over the years, removed from public view, and taken out of the city. This remaining group of iconic works belongs to the people and the heart of the city and should stay in San Francisco.

With your help, our coalition of local galleries, art conservators, and community historians can save this treasured part of our past.

We want to save it all, but we're also prioritizing art and artifacts that have documented historic significance and are culturally beloved.

Priority works to save include but are not limited to:

The Cowboy statue from Playland by the Beach
Sutro Bath bathing suits
The wooden carved California Grizzly bear
The Whitney family totem pole
A wooden Sutro carousel horse
Italian porcelain and tile Muse reliefs
Oil painting portrait of Mr Sutro
Photographs
Historical Documents
Promotional banners from Sutro Baths and Playland



We are seeking support for our collective effort in the form of a tax-deductible donation that will help us save our heritage. In addition to saving items from auction and disappearing into private collections, your donation can also be used to: stabilize the artifacts, determine their best long-term display in the neighborhoods, and develop educational programming that keeps the memory of The Cliff House, Sutro Baths, and Playland at the Beach close. Everything we save from The Cliff House Collection will be stewarded by Western Neighborhoods Project, a community history nonprofit located in the Richmond district.

Preserving the soul of San Francisco means saving the remnants of our shared past.

This is how our memories of the Cliff House will stay with us, this is how we hold onto our shared history.

Save the Cliff House Collection is a community collective that includes:

A.C.T. Art Conservation LLC, The Great Highway Gallery, and Western Neighborhoods Project.

Western Neighborhoods Project, a registered 501(c)3 community history nonprofit has preserved, interpreted, and shared the history and culture of San Francisco's west side since 1999. A.C.T. Art Conservation LLC is a Fine Art studio owned and founded by 4th generation native San Franciscan, Alexandra Mitchell, a Fine Art Conservator working to protect history and heritage for over 15 years. The Great Highway is a fine art gallery located in San Francisco's Outer Sunset district and founded in 2011 by John Lindsey.

Press inquiries, please contact:

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Campaign donation link

https://www.paypal.com/donate/?hosted_button_id=V54BB8V4WZQQS

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