



Rotary Club of San Diego

For Immediate Release

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Executive Director
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Downtown Rotary selects its 2008 Ms. San Diego **Yvonne Larsen Recognized for a Lifetime of** **Dedication to San Diego**

SAN DIEGO, Calif. — (August 11, 2008) — For more than 50 years, Yvonne Larsen played a key role in shaping and directing local, state, and national organizations. On September 4, 2008, Larsen will be recognized for her contribution to the region by the San Diego Rotary Club. For 55 years the Downtown Rotary has annually honored a San Diegan who devoted time and effort to the betterment of the San Diego region.

“Yvonne was a natural choice for our annual award,” said Bruce Moore, Chair of the Selection Committee (The Committee is comprised of the Past Presidents of the Rotary Club of San Diego). “Her past and present leadership of San Diego’s most prominent organizations speak to her commitment, never-flagging interest and dedication.”

Mayor Jerry Sanders will present Larsen the award and address the Rotary Club on Thursday, September 4, 2008. The event will be held at the Sheraton Harbor Island East Tower, Harbor Island Ballroom 1 & 2 at 12 o’clock noon and is open to the public (RSVP with Pauline Hill 619.299.3309 x301).

The Mr./Mrs./Ms. San Diego Award, initiated in 1952 and presented by the downtown Rotary Club since 1976, is awarded each year to a man or woman “who has contributed outstanding community betterment of the San Diego region in a variety of ways, through his or her efforts over a long period of time.” Nominations were received from throughout the community.

Past living recipients, many of whom will attend this year’s ceremony, include Malin Burnham, Neil Morgan, Herb Klein, Bob Breitbard, Jerry Coleman, Deborah Szekely and Hal Sadler.

Larsen currently holds positions as a board member emeritus of the Zoological Society of San Diego, Secretary of the Board of Sharp Healthcare, and Past Chair of the Foundation for Educational Achievement. She is emeritus director of the San Diego



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Educational Fund and the Sharp Healthcare Foundation and is chair of the Sharp Rees-Stealy Medical Group Steering Committee and immediate Past Director of the Strategic Planning Committee for Achievement Rewards for College Students (ARCS).

She credits her appointment as Interim California State University Trustee in 1975 by Governor Reagan as the catalyst that prompted her long career in civic involvement.

Larsen was born in 1930 in Omaha, Nebraska and attended Hoover High School, graduating as student body president in 1948. She attended San Diego State University where she graduated with a Bachelors of Arts in Business Administration in 1952. She has since then dedicated her life to her husband, their two daughters and a lifetime of community volunteerism aimed at improving San Diego.

Through her lifetime she has received awards representing her dedication and excellence to her organization. Some notable mentions include recognition from the National Society of Fund Raising Executives, the American Heart Association Legacy Award, and the San Diego Foundation Fund "Yvonne Larsen Scholarship." She is also a Meals on Wheels Honoree and is part of a select group of women to receive the Salvation Army Women of Dedication award in 1973.

About Rotary International and the Rotary Club of San Diego

Rotary International, the world's first service club, was founded on February 23, 1905 by Paul P. Harris and three associates. Today, Rotary International, whose motto is "Service Above Self," includes more than 1.2 million members participating in some 32,000 Rotary clubs in more than 166 countries. The Rotary Club of San Diego, founded in 1911, is the sixth largest club in the world, and has a membership of more than 550 of San Diego's business and community leaders. The Rotary Club of San Diego, also known as the Downtown Club, has more than 60 volunteer committees that provide financial, material and human support to many charitable causes. For more information visit: www.rotary33.org.

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