



**HOSTELLING INTERNATIONAL USA**  
**GOLDEN GATE COUNCIL OF AMERICAN YOUTH HOSTELS**  
Promoting a greater understanding of the world and its people through hostelling.

MEDIA ADVISORY  
FOR IMMEDIATE RELEASE  
February 9, 2010

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**DEDICATION OF "THE PLANT" IN FORT MASON**  
**A NEW HOSTELLING INTERNATIONAL GROUP RETREAT FACILITY**  
**WEDNESDAY, FEBRUARY 17, 2010, 4:00 – 5:30 P.M.**  
**FORT MASON BUILDING 241, SAN FRANCISCO**

San Francisco, CA – Hostelling International will dedicate the operation of its new Fort Mason facility "The Plant" on Wednesday, February 17, 2010, at 4:00 p.m. to the memory of Gene Plant, an active and well-loved hostel volunteer for more than 25 years.

Mr. Plant's widow, Jan Elvee, will be in attendance. The dedication ceremony will be followed by a reception and tours of the new facility. The public is welcome to attend.

Located in Fort Mason Building 241, adjacent to the San Francisco Fisherman's Wharf Hostel, "The Plant" offers overnight accommodations for groups of up to 23 people, as well as dining/meeting space and a kitchenette. Originally built in 1864 as a military barracks and storage facility, the building is part of the Golden Gate National Recreation Area. In 2009, the National Park Service awarded a concessionaire contract to the Golden Gate Council of Hostelling International USA, allowing the nonprofit organization to expand its current hostel.

Gene Plant (1930-2008) was a New York City schoolteacher who retired and moved to San Francisco with his wife Jan in 1978. In 1980, Gene came across a newspaper article about a new hostel at Fort Mason, and a few weeks before it opened he went over to talk to the first manager about volunteering. Over the next 25 years, he staffed the information desk, led walking tours, organized spaghetti dinners, and helped out with special events including the Great San Francisco Bike Adventure.

"I'm the 'old man' of San Francisco hostelling," Gene wrote in the Golden Gate Council's 2006 Annual Report. "The Fort Mason hostel in much more than a 'cheap sleep.' It's a great way to come into contact with other travelers, visitors from abroad as well as natives."

(more)



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This event is free and open to the public. Limited free parking is available on a first-come, first-served basis. For driving and public transit directions, visit [www.sfhostels.com/fishermans-wharf/directions](http://www.sfhostels.com/fishermans-wharf/directions).

**EVENT SCHEDULE**

- 4:00 – 4:30 p.m. Dedication ceremony with Danielle Brumfitt (executive director, HI-USA Golden Gate Council), Nannette Mickle (group sales manager, HI-USA Golden Gate Council), and Jan Elvee (widow of Gene Plant)
- 4:30 – 5:30 p.m. Building tours and reception

**CONTACT INFORMATION FOR PUBLICATION**

San Francisco Fisherman's Wharf Hostel  
Fort Mason, Building 240  
San Francisco, CA 94123  
Main phone: (415) 771-7277  
Group sales direct line: (877) 464-6783  
Main email: [fwinfo@sfhostels.com](mailto:fwinfo@sfhostels.com)  
Group sales email: [groupsales@norcalhostels.org](mailto:groupsales@norcalhostels.org)  
[www.sfhostels.com/fishermans-wharf/](http://www.sfhostels.com/fishermans-wharf/)

**ATTENTION CALENDAR EDITORS**

**WHAT:** "The Plant" Dedication and Open House

**WHEN:** Wednesday, February 17, 2010, 4:00 – 5:30 p.m.

**WHERE:** San Francisco Fisherman's Wharf Hostel, Fort Mason, Building 241, San Francisco, CA 94123

**ADMISSION:** Free

**PUBLIC CONTACT:** [www.sfhostels.com/fishermans-wharf/](http://www.sfhostels.com/fishermans-wharf/), [fwinfo@sfhostels.com](mailto:fwinfo@sfhostels.com), (415) 771-7277, direct event link: <http://sfhostels.com/events/event,2673/instance,2010-2-17/>

**IMAGES**

Download full-resolution images at: [www.norcalhostels.org/press-room/](http://www.norcalhostels.org/press-room/)

The San Francisco Fisherman's Wharf Hostel and "The Plant" are operated by the Golden Gate Council of Hostelling International USA, a nonprofit 501(c)3 organization dedicated to promoting intercultural understanding, environmental stewardship, and world peace through travel. The Council is an authorized Concessionaire of the National Park Service, Department of the Interior.

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