



FOR IMMEDIATE RELEASE

Date: May 1, 2025

Contact: Sheila Cepero, Chair of the Board
sheila.cepero@rwcparf.org

650-241-8337

Redwood City Parks and Arts Foundation Appoints First-Ever Executive Director

Appointment of Pamela Estes Marks a New Era of Growth and Sustainability

Redwood City, CA – The Redwood City Parks and Arts Foundation proudly announces the appointment of **Pamela Estes** as its first Executive Director. A founding board member and longtime Chair of the Board of Directors, Pamela’s leadership appointment marks a pivotal moment in the Foundation’s history—one that reflects its sustained growth, expanding impact, and commitment to long-term sustainability.

“Pamela has demonstrated exceptional leadership and unwavering dedication throughout her tenure as Board Chair,” said **Derek Wolfram**, Interim Director of Parks, Recreation, and Community Services for Redwood City. “Her deep understanding of the Foundation’s mission and her expertise in organizational development make her the ideal person to lead the Foundation into this exciting new chapter.”

Pamela Estes helped establish the Foundation in 2012 and has been a passionate advocate for Redwood City’s cultural and natural spaces ever since. In 2015, she received the **Volunteer Citation Award** from the California Parks and Recreation Society, recognizing her outstanding contributions to the community.

Her professional background includes a legal career in commercial litigation in Houston, Texas, and federal regulatory and legislative policy work for the banking industry in Boston, Massachusetts. Since moving to Redwood City in 2002, Pamela has been deeply involved in local issues, serving on the city’s Recycled Water Task Force, Retail Task Force, and most recently, working over six years in San Mateo County’s Human Trafficking Program—first as Advocacy Coordinator and later as Program Coordinator. She continues to support anti-trafficking education and advocacy in her personal time.

“We are incredibly excited to welcome Pamela as our first Executive Director,” said **Sheila Cepero**, who succeeds Pamela as Chair of the Board. “Her vision, insight, and commitment have been instrumental in shaping our success. We are confident her leadership will help us grow our impact and deepen our connection with the community.”

Under Pamela’s guidance, the Foundation aims to build on its decade of achievements. Since its founding, the Foundation has raised more than **\$1.75 million** for Redwood City’s Parks, Recreation, and Community Services Department, parks, and programs. Its contributions have enabled more efficient operations, innovative programming, and enhanced experiences for residents—including the recent purchase of arcade and video games for the **ParCade and mini golf pop-up experience** and half of the funding for the new and distinctive **shade structure at Jardin de Niños Park**.

The Foundation plays an active role in organizing community events, co-hosting popular gatherings such as **Pub in the Park** and **Oktoberfest**, while independently managing beloved programs like **Chalk Full of Fun**, **Family Campout**, and **Magical Music in Motion and the Kindness Ambassadors** at the Magical

Bridge Playground. In 2024 alone, the Foundation coordinated more than **3,500 volunteer hours** across **991 shifts** filled by over **300 community members**.

“I am honored and excited to take on this new role,” said **Pamela Estes**. “Having served as Board Chair, I’ve seen firsthand the transformative power of our parks and arts programs. I look forward to working closely with our City partners, Board members, donors, and volunteers to expand our reach and create even more meaningful experiences for the community.”

Pamela will continue to serve on the Foundation’s Board of Directors, ensuring alignment between its strategic vision and day-to-day operations.

“The Redwood City Parks and Arts Foundation is fortunate to have an Executive Director with such deep institutional knowledge and passion for community service,” said **Lucas Wilder**, Assistant Director of Redwood City Parks, Recreation, and Community Services. “We’re excited about the innovation and momentum this transition will bring.”

About the Redwood City Parks and Arts Foundation

The Redwood City Parks and Arts Foundation is a 501(c)(3) nonprofit organization dedicated to enhancing the quality of life in Redwood City by supporting parks, recreation, arts, and cultural programs. Through fundraising, advocacy, and community engagement, the Foundation helps create a vibrant, inclusive, and thriving community.

Learn more about how to get involved at www.rwcpaf.org.