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Twice the Drones, Twice the Spectacle—La Jolla's 4th of July Show to Expand in 2025

Community support needed to fund the third annual Independence Day celebration

(La Jolla, CA) May 19, 2025 – The La Jolla Beach & Tennis Club, in collaboration with the LJ STEAM Foundation, is bringing back its Fourth of July drone show for a third year—this time doubling the number of drones for an even more breathtaking display. As this innovative, environmentally friendly alternative to fireworks continues to grow, public donations are needed to fund the show and ensure it remains a part of La Jolla's Independence Day tradition. Contributions will go toward the LJ STEAM Foundation, a 501(c)(3) organization dedicated to advancing Science, Technology, Education, Arts, and Music in La Jolla.

"Last year's show was an incredible success, thanks to the generosity of our sponsors and community supporters," said William "Bill" J. Kellogg, President of the La Jolla Beach & Tennis Club. "This year, we're taking it to the next level by doubling the number of drones for an even more spectacular display. We hope to build on that same spirit of support to keep this tradition alive and free for everyone to enjoy."

Businesses and individuals can make tax-deductible contributions online at www.ljsteam.org or by mailing checks to the LJ STEAM Foundation at 7742 Herschel Avenue, Suite L, La Jolla, CA 92037. Donations should be designated for the 4th of July Drone Show fund.

The expanded drone display will take place at 9:00 pm on Friday, July 4, featuring 500 synchronized drones soaring 350 feet above the shoreline. Spectators can expect an exciting performance, seamlessly choreographed to patriotic music, capturing the spectacle of a fireworks show without the environmental impact. The primary public viewing area will be at the south end of Kellogg Park, with additional vantage points throughout the surrounding beach and park areas near the La Jolla Shores Hotel and La Jolla Cove. An exclusive viewing area is available at the Acapulco Room and Deck upstairs at La Jolla Shores Hotel for a private party experience.

For more details or to contribute to this year's event, visit www.ljsteam.org or visit the website at ljshoreshotel.com.

About the La Jolla Beach & Tennis Club

La Jolla Beach & Tennis Club is a fifth-generation, family-owned and operated company dedicated to the operation of a 21-acre beachside resort. The resort encompasses three properties, including the exclusive La Jolla Beach & Tennis Club, the 128-room La Jolla Shores Hotel and the award-winning Marine Room restaurant. Resort amenities include 13 championship tennis courts, 5 pickleball courts, a nine-hole Par-3 golf course, two swimming pools, three oceanfront restaurants and cocktail lounges, and one of Southern California's only private beaches. For more information visit www.LJBTC.com.