



Tohono Chul
GARDENS • GALLERIES • BISTRO

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Tohono Chul Wins TEP Social Impact Award at the 2024 Copper Cactus Awards

[Tucson, AZ] Tohono Chul is proud to share that it has received the Tucson Electric Power Social Impact Award (\$2,000,001+ Revenue) at the 2024 Copper Cactus Awards, held on Friday, September 13th at Casino del Sol. The Copper Cactus Awards, organized by the Tucson Metro Chamber, honors local businesses that drive innovation, create jobs, and positively impact our community.

The Tucson Electric Power Social Impact Award acknowledges a nonprofit organization that has made a meaningful contribution to Southern Arizona. In 2024, the focus of the award was on organizations creating a social impact—defined as having a positive effect on people and communities through actions, programs, or policies. Recipients are recognized for improving the quality of life for those they serve, fostering a strong workplace culture, staying current with industry trends, and demonstrating a positive local economic impact.

In the past two years, Tohono Chul has significantly enhanced its offerings to the community under the leadership of Executive Director Jamie Maslyn Larson. Through family-oriented programs, new evening events, and the establishment of the Children's Museum Oro Valley at Tohono Chul (CMOV@TC), Tohono Chul has welcomed an unprecedented number of visitors; attendance has increased by 62%, with a tenfold increase in visits from children.

"We believe nature should be accessible to everyone, especially children," says Executive Director Jamie Maslyn Larson. "Connecting kids with nature at a young age fosters curiosity, creativity, and a lifelong respect for the environment. Our mission is to make these experiences available to all families in Tucson."

This award underscores Tohono Chul's commitment to creating a welcoming and accessible space for all Tucsonans—including its staff and volunteers. Initiatives like bilingual signage, reduced admission through partnerships with Museums for All and Act One's Culture Pass program, and collaborations with Sun Tran to improve transportation align with their mission to serve as a community oasis, where diverse audiences can experience the beauty of nature. Additionally, this award recognizes Tohono Chul for fostering a positive environment for staff and volunteers by offering continued education and professional development opportunities, empowering them to pursue further education, attend conferences, and earn certifications.

Learn more about Tohono Chul's gardens, tours, events, family programming, and more at tohono-chul.org.

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WHAT: Tohono Chul Wins TEP Social Impact Award at the 2024 Copper Cactus Awards

WHERE: 7366 N. Paseo del Norte, Tucson AZ, 85704

About Tohono Chul: Tohono Chul is a 49-acre public garden, community center, and nature preserve located in Northwest Tucson that celebrates the natural beauty, art, and culture of the Sonoran Desert. Their gardens feature lush landscapes, scenic walking paths, native flora, and desert wildlife. In addition, visitors can enjoy art galleries, local shopping, cultural programs, children's activities, daily tours, and more.