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PCAF BOARD PLEDGES \$1 MILLION TOWARD FIREHOUSE ARTS CENTER

Greg Reznick, president of the board of the Pleasanton Cultural Arts Foundation (PCAF), announced today that the board has collectively pledged \$1 million towards the Firehouse Arts Center project.

PCAF was established to spearhead fundraising for the center. The city of Pleasanton led the way with a commitment of \$8.8 million; however, the city's support is only part of is needed to bring the project to fruition. The Firehouse Arts Center will be a public facility and needs the engagement and ongoing support of the community to make it a success. The \$1 million pledge by the PCAF board brings the project total to nearly \$10 million. PCAF's goal is to raise a total of \$5 million beyond the city's commitment in order to fully finance construction, as well as to establish funding for programming at the center and other venues in Pleasanton for years to come.

President Greg Reznick notes, "I am pleased and proud to be a part of the group making a gift that will take us a long way towards our fundraising goal to support the Firehouse Arts Center. So much has been done by so many to make Pleasanton such a special place to live. The Pleasanton Cultural Arts Foundation sees the Firehouse Arts Center as a key factor that will take Pleasanton to the next level in its development. By bringing arts to downtown, by providing citizens a chance to enjoy and participate, by providing a bridge from Main Street to First Street, it will do much to enhance our city. We are confident that we will be joined by many others in our quest to bring the best possible arts center to our downtown."

It is expected that the center, slated to open in early 2008, will become a jewel of Pleasanton and a focal point that will stimulate the economic growth and cultural vitality of the downtown core. It will capitalize on the downtown district's high-quality shopping and dining, historic flavor and pedestrian-friendly ambiance, offering an attractive link from Wayside Park and First Street to Main Street.

With its 240-seat theater, galleries and art classrooms, it will provide a wide range of arts experiences for Pleasanton residents of all ages. It will have a positive impact on the education of our children and youth by enriching and entertaining them through the arts. In addition, the project will serve as a catalyst in moving Pleasanton to the next stage in its evolution by offering residents arts and cultural opportunities close to home.

The PCAF is making a dedicated attempt to reach out to the community by providing opportunities to contribute to the success of the Firehouse Arts Center and making Pleasanton a better place to live and work. Support of the campaign will contribute to the development of arts facilities and programs in Pleasanton and expand its cultural identity for current and future generations.

Background

The Pleasanton Cultural Arts Foundation (PCAF) is a 501 (c) (3) non-profit organization incorporated in 2004 to take the lead role in advocating for the Firehouse Arts Center. Its functions include securing private funds, corporate donations and foundation grants to support the construction of the arts center in downtown Pleasanton and to fund ongoing arts activities within Pleasanton. PCAF was formed as an

extension of the Pleasanton Cultural Arts Council. It is currently overseen by a nine-member board of directors and is staffed by a full-time campaign coordinator.