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### **For Immediate Release**

#### **“Firehouse Fling” on September 14 to Provide An Old Fashioned Family Fun Day and Raise Funds for Firehouse Arts Center in Downtown Pleasanton**

Pleasanton, Calif., August 26, 2008. The Pleasanton Cultural Arts Foundation, a non-profit organization taking the lead role in fundraising for the Firehouse Arts Center, today announced plans for “Firehouse Fling,” a spectacular event being anticipated to provide a day of fun-filled family activities benefiting the Firehouse Arts Center Capital Campaign. Presenting Sponsors for the event, which will be held Sunday, September 14 from 11:00 a.m.-3:00 p.m. at Wayside and Delucchi Parks in downtown Pleasanton, include Pacific, Gas and Electric and San Jose Stealth.

An extensive line up of activities is scheduled including carnival games, pie-eating contests, sack races, a bake walk, pony rides, a petting zoo, arts and crafts, live entertainment plus a BBQ and snacks. The event is expected to attract over 1000 attendees.

“We are excited about this event which we expect to be a fun day for the community, especially for families with preschool and elementary school-age children,” said Debbie Look, campaign director and chair of the event. “We selected this location for the Firehouse Fling to showcase the art center venue and introduce the community to the plans for this rich addition to the city.” Besides the Presenting Sponsors, the event is generously being sponsored by Platinum Media Sponsors: Pleasanton Weekly and Diablo Magazine; a Gold Sponsor: Union Bank of California; a Silver Sponsor: Citi Private Bank, and Bronze Sponsors: ReMax Accord - Louis & Margene Rivara and Comerica Bank.

General admission to the event will be free. There will be a fee to participate in the games and activities and also for food. Wrist bands can be purchased for children, giving them unlimited participation in the fun events. For more information or to volunteer at the event, please contact Debbie Look at [dlook@pleasantonartsfoundation.org](mailto:dlook@pleasantonartsfoundation.org) or call 925-846-1007.

#### **About The Firehouse Arts Center and the PCAF**

The Firehouse Arts Center will be constructed on the site of the historic Fire Station #1 on Railroad Avenue in downtown Pleasanton. With its 240-seat theater, 2000 square feet of art gallery space and spacious art classrooms, this new facility will enrich the city’s visual and performing arts offerings and will make an important contribution to the community’s economic and cultural vitality.

The Pleasanton Cultural Arts Foundation (PCAF) is a non-profit organization taking the lead role in fundraising for the completion of the Firehouse Arts Center in downtown Pleasanton and in driving ongoing arts activities in the local community.