

For Immediate Release
May 10, 2007

PCAF Joins PDA to Support Downtown Mural Program

The Pleasanton Cultural Arts Foundation (PCAF) has established a fund to support the Pleasanton Downtown Association's (PDA) Mural Program. Donors wishing to make a tax-deductible contribution to the mural program may do so by contacting PCAF. 100% of all funds contributed will be used to support the murals program.

The first mural is currently being painted on the north face of Strizzi's restaurant on St. Mary's Street at the corner of Main Street by local artist, Gary Winter. Additional murals are planned for other locations in downtown Pleasanton.

PCAF President, Greg Reznick, notes "In addition to raising funds for the Firehouse Arts Center, the mission of the Pleasanton Cultural Arts Foundation includes the support of the arts in Pleasanton, so we are thrilled to be involved. We believe these murals will significantly enhance the character of downtown Pleasanton and are pleased to have the opportunity to partner with PDA in supporting this important community project."

Pleasanton Cultural Arts Foundation is a non-profit organization taking the lead role in fundraising for the construction of the Firehouse Arts Center in downtown Pleasanton and for ongoing arts activities in the local community. The mission of the Pleasanton Downtown Association is to promote the economic vitality and hometown character of downtown Pleasanton.

Donors wishing to make a tax-deductible contribution to the Mural Program may contact PCAF at (925) 846-1007 or www.pleasantonartsfoundation.org. For more information on the Pleasanton Downtown Association's Mural Program, call (925) 484-2199 or www.pleasantondowntown.net.

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