

For Immediate Release

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Contact: Debbie Look, Campaign Director (925) 846-1007

Pleasanton Cultural Arts Foundation Adds New Board Member

Pleasanton, CA - Greg Reznick, president of the Pleasanton Cultural Arts Foundation (PCAF) Board of Directors, announced today the addition of a new board member, Jerry Pentin. A media producer for the past 25 years, Jerry is the owner of Spring Street Studios located in Pleasanton. He has been a resident of Pleasanton since 1991 and lives with his wife, Josine and daughter, Joi.

Jerry started his production company in 1982, moving it to Pleasanton in 1991. Over the past 25 years he has produced many corporate videos for the likes of Apple, Inc., Dell, and Novell. Although he shoots in the air and on land, his specialty is as an Underwater Director of Photography. He helped produce the television series, "Destination Diving" shown on PBS and shot in locales such as the Philippines, Fiji, and the Arctic.

Jerry has been involved with the PCAF over the past year as he produced the "Firehouse Arts Center" Video, a 7-minute presentation covering the history of the firehouse along with the plans for the arts center in the coming year. As his part of supporting the Firehouse Arts Center, Jerry donated over half the cost of the production of the video.

Production of the Firehouse video wasn't Jerry's first involvement with the project; he has been a member of the Firehouse Arts Center Task Force over the past three years. He believes the firehouse is the right place for an arts center and is excited about the inclusion of the digital arts along with representation of the brick and mortar arts as well.

Jerry believes the youth of our city will be well served in this new facility and foresees a time when we have student art being displayed in the gallery, student performances in the theatre along with a student film festival showcasing the talent that abounds in Pleasanton. "I have had the opportunity to work with many of our gifted youth here in Pleasanton and I see this wonderful arts center as a gathering place to showcase their talents, it will be incredible" stated Pentin. "I also think this Firehouse Arts Center will continue the progress in making our downtown a popular destination and add to what we all consider our own piece of paradise, our home, Pleasanton".

For more information about the Firehouse Arts Center, visit our website at www.pleasantonartsfoundation.org