

For immediate release
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Firehouse Arts Center Bricks Available
“Follow the Yellow Brick Road . . . to bring the arts home to Pleasanton”

Pleasanton, CA, February 22, 2008 – The Pleasanton Cultural Arts Foundation announced today that the launch of the first phase of the commemorative brick campaign will take place on Friday, February 29th at the Foundation’s “Wonderful Evening of Oz” gala event. Members of the community will be invited to “purchase” bricks that will be permanently installed at the Firehouse Arts Center, as a lasting reminder of their commitment to the arts and our community.

Campaign Director of the Pleasanton Cultural Arts Foundation, Debbie Look, noted “We have had many inquiries about purchasing bricks at the Firehouse Arts Center. People are excited about the opportunity to create a lasting legacy in our community. These bricks are a wonderful way to mark a special occasion, to honor the memory of a loved one, or to pay tribute to a close friend or relative. We invite everyone in the community to follow the yellow brick road and bring the arts home to Pleasanton. Each brick purchased will bring us closer to our goal of fully funding the exciting new Firehouse Arts Center in downtown Pleasanton”

Bricks may be purchased in the name of an individual, a family, a company or even a favorite pet. They also make wonderful gifts for friends and family. The bricks, measuring 4 x 8”, are available for \$150 each. Bricks may be inscribed with up to 3 lines with 15 characters per line. Brick donations are tax-deductible to the extent allowed by law.

For more information about buying a brick contact PCAF at (925) 846-1007 or visit our website at www.pleasantonartsfoundation.org.

Background:

The Firehouse Arts Center will be constructed on the site of the historic Fire Station #1 on Railroad Avenue. The facility will include a 240-seat theater, 2,000 square feet of art gallery space and two large dedicated art classrooms. The City of Pleasanton has committed almost \$9 million towards the construction of the project.

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 for ongoing arts activities in the local community.