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Pleasanton PTA Council launches *PTA Shops Ptown*

Pleasanton, CA — Pleasanton PTA Council is joining with local businesses to launch a new program called *PTA Shops Ptown*. The *PTA Shops Ptown* program's purpose is to support the local Pleasanton business community and offer a tangible benefit to Pleasanton PTA members. Participating businesses offer a discount to PTA members who show their PTA membership cards to receive the discount. In exchange, the Pleasanton PTA Council publicizes the participating businesses to the 5,000-plus Pleasanton PTA members on the Council website and through local PTA schools' member communications. Participating merchants are provided with a *PTA Shops Ptown* window cling to identify themselves as program participants to PTA members.

"We wanted to help our local businesses during these tough economic times," said Joan Laursen, Pleasanton PTA Council President. "While our members receive the benefit of the *PTA Shops Ptown* discounts, the discounts help our local businesses by encouraging our members to shop local, which in turn helps our overall community. Studies have shown that for every \$100 spent at a locally-owned merchant, \$68 stays in the local economy. When you spend \$100 at a chain store, only \$43 stays in the area. When you buy on-line, nothing stays local. Further, choosing to shop in Pleasanton helps our city by retaining sales tax revenue for our city services."

Debbie Weisberg-Fain, one of the owner's of **Fusion 3 SalonSpa** in Downtown Pleasanton, and Judi Morton, Pastry Chef and owner of **Filigree Cakes and Pastries** in Pleasanton's Mission Plaza, are Pleasanton PTA members and now *PTA Shops Ptown* participating merchants.

"Here at Fusion 3 Salon Spa we are focused on supporting local education as much as possible. The PTA program gives us a chance to reach out to our local community and share our passion for supporting education," said Debbie Weisberg-Fain.

"I am a very strong supporter of public education, and here in Pleasanton we have some of the best volunteers helping our schools," said Judi Morton. "Filigree Cakes and Pastries will do all that it can to support this organization. This program provides a way to help bring about PTA awareness as well as benefitting the local economy."

How a business can participate: In order to participate, the business owner or manager must be a PTA member at a Pleasanton PTA school. If they are already a paid 2009-2010 PTA member at a Pleasanton school, there are no additional fees to join the *PTA Shops Ptown* program. If not already a member, the business owner or manager may join any Pleasanton school PTA of their choosing. PTA membership

fees in Pleasanton range from \$10 to \$18 depending on the school.

Any Pleasanton business interested in participating in the program can read more about the program and find enrollment instructions and forms by clicking the ***PTA Shops Ptown*** link at the Pleasanton PTA Council website at www.pleasantonpta.org.

As a nonprofit organization, PTA can't ask members to buy products, make qualitative judgments about products or endorse any business or product. However, PTA communications and the Pleasanton PTA Council website will include the participating business' name, logo, address, telephone number, web and/or email address, business/product description, and discount offered to PTA members.

How an individual gets the discount: Any Pleasanton community member is eligible to join a Pleasanton PTA and receive the ***PTA Shops Ptown*** discounts. Parents can join their children's school PTA. For community members or parents of children at non-PTA schools, the PTA Council has created a Councilwide Membership Form that can also be found on our website at www.pleasantonpta.org. Membership cards needed to receive the discounts will be mailed after membership applications are processed.

About PTA

Nationally, PTA comprises millions of families, students, teachers, administrators, and business and community leaders devoted to the educational success of children and the promotion of parent involvement in schools. PTA is a registered 501(c)(3) nonprofit organization that prides itself on being a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for public education. Membership in PTA is open to anyone who wants to be involved and make a difference for the education, health, and welfare of children and youth.

Information provided by our participating merchants about their business:

About Fusion 3 SalonSpa

722 Main St
Pleasanton, CA 94566-6067
(925) 600-0080
www.fusion3salonspa.com

Fusion 3 Salon Spa is a full service Aveda salon that has operated from its location on Main Street since it opened 10 years ago. At Fusion 3 Salon Spa, they practice the highest form of Team Service. This means that the skills of the entire team are available to their guests. Meeting your service and retail needs is their top priority. You will always enjoy a fresh perspective, and you will always receive the utmost in salon service and attention at Fusion 3 SalonSpa.

About Filigree Cakes and Pastries

Mission Plaza
1987 B Santa Rita Rd
Pleasanton, CA 94566-4664
(925) 484-0400
www.purefiligree.com

Pastry Chef, Judi Morton is excited to bring fine baked goods and celebration cakes to the San Francisco East Bay area. With a strong passion for desserts and beautiful cakes along with Judi's strong pastry background, Filigree's products are a fine addition to the East Bay food scene. Since quality, freshness, and flavor are what make a great product, only the best ingredients are used and Filigree strives to support local growers and producers.