

## MEDIA ADVISORY:

**Media Contact:** Cynthia Shaw 408-577-2115

### **Rivermark Moms' Club Bake Sale Fundraiser raised over \$30,000 for American Red Cross Tsunami Relief.**

*Donor Recognition Reception to be held next week.*

**WHAT:** A donor recognition reception that will include a special update on the international relief efforts, a guest speaker who will share their personal disaster relief experiences, and an award ceremony where each sponsor will receive a certificate of appreciation from **Lorraine Zippiroli**, CEO of the Santa Clara Valley Chapter of the American Red Cross.

**WHEN:** **Wednesday, February 16, 2005**, 3:30pm – 5:00pm

**WHERE:** American Red Cross - Santa Clara Valley Chapter Offices  
2731 North First Street, San Jose, CA 95134

**WHO:** Representatives from sponsors of the Bake Sale fundraiser including:

- **Centex Homes, Shea Homes, and Lennar Corporation** who each generously matched 100% the \$5,800 raised at the bake sale.
- **Firefighters of Santa Clara** and **Albay Services Group, Inc.** who each matched 50% of the funds raised.
- **Toeniskoetter & Breeding, Inc** who matched 25% of the funds raised.

Other generous sponsors include:

- **ASG, Inc. Charitable Fund**
- **Santa Clara Police Officers' Association**
- **Merit Property Management**
- **Premier Pizza, Fantasia Tea Café and McDonald's of Rivermark Plaza**

**WHY:** The Rivermark Moms' Club, of Santa Clara mobilized its members to bake a wide variety of cakes and cookies to sell to lunchtime shoppers outside Premier Pizza in Rivermark Plaza from January 4 through 6, 2005, in order to raise funds for the victims of the recent Earthquake/Tsunami disaster in South Asia. During the three-day bake sale, the Rivermark Moms' Club raised \$5800.39. But then they more than quadrupled this amount by approaching Rivermark's home-building and property management companies and other organizations for fund-matching sponsorship. **In total, the Rivermark Moms' Club Bake Sale raised over \$30,300.**

The **American Red Cross Santa Clara Valley Chapter** is a non-profit, humanitarian organization that depends on the generous contribution of time and money of Santa Clara Valley residents and companies **to provide emergency relief services FREE to disaster victims and to help the community prevent, prepare for and respond to emergencies.** For more information on disaster preparedness, health and safety classes, volunteer opportunities, and financial contributions, visit our website at [www.santaclaravalley.redcross.org](http://www.santaclaravalley.redcross.org) or call us at **408-577-1000.**

The **Rivermark Moms' Club (RMC)** was founded by **Ciara Balagot** in December 2003 as an infant/toddler playgroup and as a forum for social interaction for working and stay-at-home parents in the Rivermark Community. Current membership stands at 100+ member families, most of whom reside in the **Rivermark Community in Northern Santa Clara**. Over the past year, the RMC has organized a food drive for Second Harvest Food Bank; a clothing/toy drive for local charity HOPE Services; an Infant CPR class, which was held at Sierra Suites Hotel; and various social events, sponsored by Premier Pizza, YoYo Sushi and other local restaurants.

**Together, we can save a life.**

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**+ American Red Cross, Santa Clara Valley Chapter**

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