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Press Release

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Exchange Bank Backs Petaluma Educational Foundation's 2010 BASH as Five Year Sponsorship Pledge Hits \$50,000 Mark

Petaluma High School Alumnis Ron Malnati and Rick Mossi know the value of investing in the city's 36 schools. As Vice-President of Business Development for Petaluma's Exchange Bank and VP/Regional Manager of this popular People's Choice and locally owned financial institution, the prominent bankers are backing citywide education for the fifth consecutive year.

This year's \$10, 000 underwriting monies for Petaluma Educational Foundation's 2010 fundraising BASH represents a substantial sum total of some \$50,000 pledged by Exchange Bank as the high profile event's five year prime benefactor.

"Exchange Bank is again proud to support the Petaluma Educational Foundation. In today's environment, we know the needs and the challenges are many," said Malnati. "I can't think of a better investment in our community's future than to support PEF. Year after year, they have been there to help our schools, teachers and students."

With its extensive history in partnering in education, Sonoma County's independently owned and operated Exchange Bank pledged a \$50,000 five-year commitment to underwrite partial costs of PEF's annual fundraising gala, back in 2005. This year's \$10,000 premier sponsorship donation marks the completion of this initial pledge to back an event that typically raises over a quarter of a million dollars for educational program funding each Fall.

"Many of our managing staff, tellers and board members attended Petaluma schools, themselves," said Mossi. "The bank's philosophy to give back to the community in a challenging economy provides a great tie between investing and education."

The 2010 PEF BASH takes place on Saturday, September 11th. Returning sponsor, RNM Properties has stepped up for schools for a second consecutive year by donating extensive space for the BASH. Some 500 guests will raise the paddle for education in a new location this year at 1039 B North McDowell Boulevard near Corona Road.

“RNM Properties recognizes the connection between successful companies and communities -- both prosper under circumstances of mutual support and cooperation,” said Paul Elmore, President of RNM Properties. “It’s why we’re honored to host the PEF’s BASH for the second consecutive year. Petaluma schools continue to feel the state’s budget woes, and our business community is in a unique position to help do its part to ensure that our community’s children will still receive the quality education they need and deserve.”

“The commitment that Exchange Bank and RNM Properties have made to PEF and our children exemplifies the importance of the business world and the non-profit world working together to support our community,” said Carol Libarle and Cathy Bachman, Co-chairs of the 2010 BASH. “We are delighted to announce that Exchange Bank’s significant fifth-year pledge has helped us meet our half-way mark towards our goal of raising \$100,000 in underwriting of an event that is all the more essential this year than ever before.”

Theme for the 2010 event is “Club 1039” with more details to follow as Petaluma Educational Foundation’s fundraising committee ramps up the action on generating excitement for much-needed school program grant fundraising.

For more information on attending the September 11th PEF BASH, see www.pefinfo.com or call 707 778 4632.

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