



Under the
Tuscan Sun

THE FOUNDATIONS AT
Fairplex
SUMMER 2007



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Fairplex

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Susan Dowler
Director of Development

Salutations From Susan

As summer comes to a close, we in the Development Department are quickly approaching one of our favorite times of the year, when many of the Foundations' hands-on educational programs truly come to life! Benefiting community members of all ages and backgrounds, these experiences are sensory journeys in education... from the energetic sounds of young students at the Child Development Center to the sights of Millard Sheets' artistic masterpieces in this year's Fair exhibit... from schoolchildren on a FairKids Discovery Club field trip milking a goat to the Junior Fair Board members getting a "taste" of professional work experience through their Fairplex internships. Even the sense of smell comes alive through our animals at FairView Farms and the Junior Livestock Auction!

The contributions of our generous supporters allow us to offer these unique learning opportunities. We invite each and every one of you to visit us at "The World's Largest Classroom"® during the 2007 L.A. County Fair and experience these opportunities yourself, enjoying all that you and other donors have made possible through consistent financial support.

Please consider making a gift today and designate it towards your favorite educational experience at Fairplex. There is a contribution envelope enclosed in this newsletter for your convenience. Thank you so much for your support.

The Sun Shines on the L.A. County Fair, PFF Bank & Trust Premiere Party Takes Guests Under the Tuscan Sun

For its 85th anniversary, the L.A. County Fair annual Premiere Party will have guests basking in the glow of the Italian countryside with all the accouterments of a genuine Mediterranean evening.

What better way to celebrate educating and entertaining millions of people since 1922? And who better to honor than PFF Bank & Trust, a tried and true friend of the Fair?

The Premiere Party is set for Thursday, Sept. 6, in the spectacular Flower & Garden Pavilion. With the theme *Under the Tuscan Sun*, the evening is sure to be a delight of Roman proportions. Signature cuisine, award-winning wines, tequila and beer, along with Tuscan entertainment will tease the senses.

The \$125-per-person affair will benefit the Fairplex Education Foundation. Hosting packages are available and a portion of single-ticket purchases and packages are tax deductible.

The Fairplex Education Foundation is the organization through which the popular FairKids Discovery Club brings nearly 100,000 school children to the Fair at no cost to the children or the schools, complementing their curriculum and offering an educational experience like no other.

"With FairView Farms, America's Kids and all the gardens, the L.A. County Fair is filled with exciting learning adventures like no ordinary classroom could be," said Jil Stark, chairwoman of the Education Foundation. "It's like bringing textbooks to life."

Being a good community partner is the foundation of the FairKids Discovery Club, and who knows more about being a community ally than PFF Bank & Trust? PFF has enjoyed a special presence in Southern California since 1892. The history of the bank and the

communities it serves go hand in hand. Both grew together, contributed to each other's successes and shouldered the challenges of difficult times.

Established as "The Mutual Building and Loan," it made the dream of owning a home come true for thousands. The first home loan was actually made to a woman, highly unusual in those days. Sara Berman's home still stands on Second Street in Pomona.

During the Great Depression, the Mutual Building and Loan introduced an employee lunch program to ensure employees had at least one hot meal per day.

The Mutual Building and Loan officially become known as Pomona First Federal in 1938. By the mid-1950s, the Pomona Valley had grown substantially, prompting PFF to open branches in neighboring Upland, Chino and San Dimas. Today, PFF has 32 branches in Southern California with plans to continue to reach out to additional Inland Valley

communities. A strong supporter of the communities it serves, PFF provided \$7.2 million in community development loans in 2007 to make housing more affordable to local residents. PFF also sponsors local public education television station KVCR's "Curiosity Quest" and offers its "History Brought to Life" programs - featuring stories about the Gold Rush, California Missions and the American Revolution - to local schools that would otherwise be unable to provide such programming.

Help us congratulate and celebrate PFF Bank & Trust while supporting the Fairplex Education Foundation. For more information on the Premiere Party, or to purchase tickets or hosting packages, call (909) 865-4207 or visit www.fairplex.org.



PFF Bank & Trust, circa 1940