

A BRIGHTER LIGHT SHINES IN KENSINGTON

Kensington, CA— During the coming holiday season, one might notice a distinctive glow coming from the lower Kensington commercial area, commonly known as Colusa Circle. This holiday season, from Thanksgiving to December 24th, participating merchants in lower Kensington will deck their storefronts with bright lights and good cheer to raise awareness for Brighter Beginnings, a non profit organization that nurtures needy East Bay families with children.

There are many established businesses in this quaint unincorporated township with English street names—Kensington Circus Pub, Colusa Market, Circle Salon, Semifreddis, Kensington Cleaners, Al Caruso Insurance, Kensington Cobbler, Kensington Cleaners, Kensington Veterinary Hospital—enough to interest any shopper at any time of the year. But many of the merchants are brand new: Nan Phelps Photography, Post Meridian Restaurant, RabbitEARS Adoption Store, Kroll Realty, Living Tree, Faces Skin Spa, Alchemy Skin Spa, Hendrickson Method, Deep Color, and Kensington Farmers' Market. There is even a small courtyard where you can watch the local dogs walk their guardians, a stand of trees and a picnic table for a quiet lunch, and bus connections to El Cerrito, Berkeley and San Francisco.

For the entire holiday season, participating merchants in lower Kensington will offer a drop off point for Brighter Beginnings donations. **For every new, unwrapped donation of diapers, toys, clothing, bedding, participating merchants will give the donor a small gift—a discount coupon, a gift card, a freebie, a cookie, or some other surprising token of appreciation.**

Why Brighter Beginnings? Because for more than two decades, Brighter Beginnings has nurtured the health of the East Bay's at-risk babies, children and young families. Brighter Beginnings reaches out to vulnerable, low-income families, providing home-based support and center-based services to promote healthy births and the development of babies and young children. Each year, Brighter Beginnings works with more than 2,600 families in Alameda and Contra Costa Counties.

This is an opportunity to give a little something when a little something will really make a big difference in a family's life. In return, you will receive a gift, a smile, a thank you and a nod to Brighter Beginnings for all of us in 2009.

Look for the Brighter Beginning poster in the windows of participating merchants. To learn more about Brighter Beginnings, www.brighter-beginnings.org.