

News Release

For Immediate Release

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TILED SEAT WALL AT PLAZA EL SEGUNDO TO BENEFIT LOCAL SCHOOLS

Kids in the community have fun decorating commemorative tiles.

EL SEGUNDO, CA – (February 16, 2007). If you asked fourth-grader Skye Horner her favorite subject, she would tell you it's art. In fact, she loves art. Many kids would say the same thing. Unfortunately, numerous California school districts have eliminated K-12 art education due to lack of funding. What's a budding artist to do?

Plaza El Segundo has developed a creative solution for this dilemma. The new lifestyle center has partnered with the El Segundo Educational Foundation in a special tile painting program that provides an imaginative opportunity for local kids and a generous contribution to support the art and music programs in their schools.

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PLAZA EL SEGUNDO / 2

Skye and hundreds of other local students have purchased and hand-painted six-by-six inch ceramic tiles that will be glazed and fired by the Color Me Mine Studio in Manhattan Beach. Later this spring, the tiles will be installed in a seat wall at Plaza El Segundo, where the area will be formally dedicated.

“SpongeBob SquarePants is on my tile,” says Skye. “He’s my favorite character. I painted him as a cowboy fiesta person. He’s wearing a sombrero. I used my favorite colors—yellow, blue and red—and then I signed it, so everyone will know it’s mine.”

South Bay area kids, parents, grandparents, teachers and local school alumni are encouraged to participate. The seat wall will be built in the next few weeks, and the final date to purchase and decorate a tile is March 25. Tiles are \$50 each and reservation forms are online at www.plazaelsegundo.com.

“Buying a tile is a really good idea,” says Skye, “because it helps to raise money so schools can have supplies.”

About the El Segundo Educational Foundation

The El Segundo Educational Foundation has provided more than \$300,000 in grants to the El Segundo Unified School District (ESUSD) for its art and music program since 2003. The ESEF will grant another \$125,000 to support art and music instruction with the successful completion of this year’s \$500,000 fund-raising campaign. To purchase a tile or for more information about the ESEF, send an e-mail to info@elsegundoedfoundation.org, or call (310) 615-2650, ext. 229.

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About Plaza El Segundo

Plaza El Segundo is a joint-venture development by Comstock, Crosser & Associates, Continental Development Corporation, and Mar Ventures. The lifestyle center is located in El Segundo on Sepulveda Boulevard just north of Rosecrans Avenue. Several popular stores are now open, including Best Buy, Borders, Chick's Sporting Goods, Cost Plus World Market, Linens-N-Things, PetSmart and Sur La Table.

This spring, more than 20 additional stores and restaurants are scheduled to open, including Active Ride, Anthropologie, Aveda Vicara SalonSpa, Banana Republic, BCBG Max Azria, Brooks Shoes for Kids, David's Shoes, J. Crew, La Sirena Grill and Cantina, lululemon athletica, m. fredric, MAC Cosmetics, Marmalade Café, Pinkberry, Salt Creek Grille, Smith & Hawken, Starbuck's, Swoozies, and Whole Foods Market.

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