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Second Chance Celebration = Successful First-Time Event

Napa, CA, October 2, 2008 – An established downtown Napa day spa celebrated its recent business name change with a clothing drive to benefit local charity First Impressions on Saturday September 20th. The total haul is unclear, despite the fact that Napa Massage & Bodycare, formerly Amanda's, paid folks by the pound for their donations. Closet-clearers earned up to \$20 per person, although many individual donations exceeded 20 pounds, making an exact count for pounds collected too difficult to finalize.

Napa Massage & Bodycare gave more than \$1000 in gift vouchers away in a single day. Two lucky participants won the drawing for bigger prizes: Meredith Allen- \$100 Gift Card and tote bag from the Napa Premium Outlets and Cheryl DiPiero- \$75 Gift Certificate to Lolo's Consignment.

Event organizers borrowed 4 barrels from the Napa Valley Food Bank to hold donations. The barrels were put out on the front porch of the Welti Wellness House at 1834 First Street prior to the event, and stayed for a few days afterward to accommodate the number of callers who lamented they had great clothes to give but no time to attend. The barrels were filled 30% before the event even started. "You learn a lot the first time—we'll need more barrels next year," said Amanda Escobio Lewis long-time owner of Massage & Bodycare.

There was room for hanging items, too, but within the first hour, First Impressions volunteers were inundated with clothing donations. Kate King, Napa Chamber of Commerce CEO, was one of the first to drop off women's business appropriate attire. First Impressions got first dibs on all donations. Then Kristine Waldenberg, owner of Lolo's Consignment selected some items to sell in her St. Helena store, donating the proceeds, plus 10%, back to the charity. Both First Impressions and Lolo's have very specific criteria for clothing. The rest, including casual-wear, men's and kid's clothing, was donated to Community Projects.

In addition to the day spa gift vouchers, locals got rewarded for their efforts with a VIP coupon book for the Napa Premium Outlets, free chair massage, refreshing beverages and tasty snacks. Look for the lavender lemon shortbread cookies and hand-shaped tortilla chips with secret-recipe salsa verde to reappear at the Annual Welti Wellness House Holiday Gift Bazaar to benefit the Napa Valley Food Bank. This popular local event, also hosted by Napa Massage & Bodycare, will feature the work of 12+ local artisans on Sunday December 14th 11am- 5 pm.

Learn more about First Impressions, *Enhancing the Professional Image of Women Job Seekers in the Napa Valley*, at www.firstimpressions.org. Napa Massage & Bodycare is available by appointment everyday at 252-7079, www.napamassage.com.

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