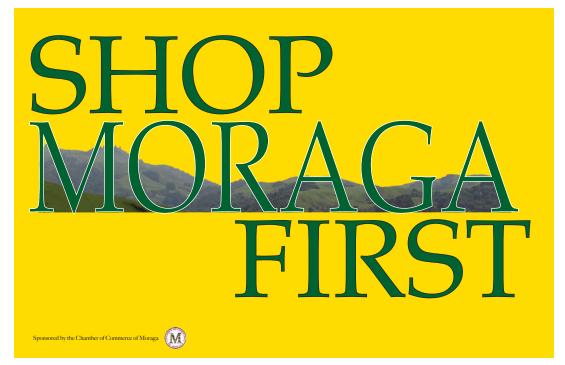
Staff writers Steve Angelides and Cathy

Tyson at the Moraga Art, Wine and

Merchants Fair

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The Shop Moraga First campaign was kicked off with a bang at the Art, Wine and Merchants Fair held on May 5 during Moraga Beautiful Week. "It was a wonderful community-building event," said Edy Schwartz. "Business owners and residents had a chance to meet and get to know each other. Consumers discovered businesses that they didn't know were here, and shop owners really appreciated the chance to connect with the community."

The result of two months of planning by a dedicated group of retailers and residents, the Fair featured 37 merchants, fine art and photography from local artists, wine from local vintners and a chance to meet your

favorite Lamorinda Weekly reporters! Attendance was estimated at about 800.

Shop Moraga First organizers hope to encourage residents to ask themselves, "Can I buy it in Moraga?" If you can, why wouldn't you? By shopping in Moraga for the things you can get here, before going outside, tax dollars will be kept in town. If everyone spent just 10% more a year in Moraga, that would make a big difference. We would be supporting our town, supporting the businesses who in turn give back to our community, and even reduce traffic, air pollution and wear and tear on our cars if we did a bit more of our shopping closer to home.



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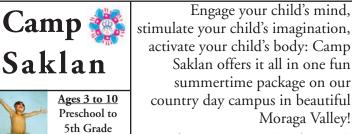
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