



**FOR IMMEDIATE RELEASE:**

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## **DirectBuy of Sacramento and North Bay Donate to UC Davis Children's Hospital**

**Sacramento, CA, March 26, 2008** –DirectBuy of Sacramento and DirectBuy of North Bay recently donated \$25,000 to UC Davis Children's Hospital in Sacramento, CA. The hospital treats children with serious injuries, respiratory failure, heart conditions and other life-threatening illnesses. As a teaching hospital, UC Davis Children's Hospital is constantly seeking funds for their state-of-the-art medical equipment, groundbreaking research, new clinical programs and medical education opportunities.

After hearing that the UC Davis Children's Hospital lacked funding on a telethon that aired on 107.9 FM KDND in Sacramento, owners Michael and Andrea Bertagna quickly called and made an initial donation of \$1,000. After further discussion, Michael and Andrea decided to call back and make a special contribution on behalf of the showroom and their staff. They pledged \$500 for every membership sold for the upcoming weekend.

Their contribution to the hospital was one that came very close to their hearts. Their daughter had a heart defect at a very early age and was fortunate enough to have a successful operation with no expectations of any future surgeries.

"It was a difficult time for us", says Michael Bertagna. "We can only imagine how difficult it is for other families with children that are in life-threatening condition on a daily basis. We hope our pledge will make an impact on the lives of the children at UC Davis Children's Hospital."

DirectBuy of North Bay owners Ron and Dorothy Bertagna are grandparents to Michael and Andrea's daughter and have become advocates for children's health and wellness, as well. They also agreed to pledge \$500 for every membership sold in their showroom that upcoming weekend.

Through the weekend of February 23, 2008, the Sacramento showroom enrolled more than 30 members. With their pledge of \$500 per membership and \$1,000 initial contribution, they donated a total of \$19,500 to the hospital. The North Bay showroom added another \$5,500, for a grand total of \$25,000 for the UC Davis Children's Hospital.

### **About DirectBuy**

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