

FOR IMMEDIATE RELEASE

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**Plano's Pump It Up® Junior Hosts Fundraiser for
Collin County Children's Advocacy Center**

(Plano, TX) – In celebration of its first year in Plano, Pump it Up® Junior, the inflatable party zone designed specifically for pre-school age children, is hosting a special Pop-In Playtime event for children ages 1-6 on Saturday, January 27, from 12:30 p.m. to 3:00 p.m. The cost to “pop in and play” is four dollars per child, with all proceeds benefiting the Collin County Children's Advocacy Center.

“We are so thrilled to be celebrating Pump it Up® Junior's first year in Plano,” says Owner/Operator Carol Welch. “The Plano community has been so supportive of our business. Now it's our turn to give back. Given our focus on families and children, the Collin County Children's Advocacy Center is the perfect fit for our philanthropic efforts.”

Pump it Up® Junior features a host of colorful, interactive inflatables designed to entertain and inspire young, developing minds and bodies. Located at 4101 E. Park Blvd. #135 (Park & Los Rios), the 5,000 square foot Plano facility provides a fun, safe, private and clean environment in which preschoolers can climb, slide, bounce and play. Each week Pump it Up® Junior hosts open playtimes for children ages 1 – 6, as well as a toddler-only playtime for children 3 and under. In addition, guests can enjoy private parties by reservation.

No reservations are necessary for January 27th's Pop-In Playtime. However, with safety in mind, children are required to wear socks at all times and must have a parent or guardian's permission to play in the form of a signed waiver. For more information, contact Pump it Up® Junior at 972.424.9660, www.pumpitupparty.com.

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About Pump It Up

Pump it Up® was founded in 2000 in Pleasanton, California. With more than 240 franchised locations, Pump it Up is the largest franchise chain in the children's inflatable market. For more information, visit www.pumpitupparty.com.

About Collin County Children's Advocacy Center

Collin County Children's Advocacy Center was created in 1992 by a group of child abuse providers and volunteers committed to finding a more compassionate and effective way to bring services to Collin County children victimized by abuse. Nationally recognized for its work, the center's strong public-private collaboration has

significantly reduced the trauma associated with reporting child abuse in Collin County while holding offenders accountable.

It is estimated that a child is victimized by abuse or neglect every ten seconds in the United States. Closer to home, 67,737 children were confirmed to have been victimized by abuse in the state of Texas in 2006. That same year, 4,155 children were alleged to have been abused and 1,090 children were confirmed abused in Collin County. (Source: DFPS 2006 Data Book)

For more information, visit www.cacplano.org.