



Preston Valley Back-to-School Bash Benefits Disadvantaged DISD Students
LBJ Express, Preston Valley Shopping Center Team Up to Help Kids Start the School Year Right

Saturday, August 18, 2012 (DALLAS, Texas) – As part of its [LBJ Express Marketplace](#) initiative to bolster North Dallas businesses and consumers during road construction, the [LBJ Express](#) project today teamed up with [Preston Valley Shopping Center](#) and Cencor Realty Services for a **Back-to-School Bash**.

Families enjoyed delicious food samples and specials from Chili's, [Gio's New York Café](#), [India Palace](#), [Tippy's Thai Café](#) and [Mario & Alberto](#). Shoppers found great deals at Terry Costa, Estate Classics, May Nails Spa, Larger Than Life, Lone Star Scuba and Sprint, while kids enjoyed a giant bounce house, face painting, balloon animals and complementary caricatures.

Meanwhile, hundreds of dollars of school supplies were donated to local charity [Adventure & Victory](#), which will sort and distribute the donations to area Dallas ISD elementary and middle schools on August 23. The school supplies were piled into a large school bus on loan from DISD.

"It is great to be part of a community that works together to help each other," said Andy Rittler, director of corporate affairs for the LBJ Express project.

In addition to funding brand new school supplies, the event was designed to bolster businesses near the LBJ Express construction zone and remind consumers they can always access their favorite retailers, restaurants and service providers during the construction period.

The [LBJ Express](#) is in the midst of reconstructing and expanding the capacity of more than 17 miles of I-635 and I-35E. When complete in late 2015, North Texas drivers will have the option of driving on the same number of rebuilt free lanes or choosing to jump on up to six new express toll lanes when they want to move quickly across town.

For further information, contact Allison Griffin at 214-704-3630 (mobile) or allison@griffinstrategies.com.

###