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CleanTown USA Launches *Cleaning for the Cause* Fundraising Program

Fundraising program offers local non-profits; school groups; athletic teams an easy way to raise money

August 26, 2004 – Hampton Township, PA – CleanTown USA, the North Hills favorite new car care facility, is putting a new spin on an old fundraiser – the charity car wash. Today the company announced the introduction of *Cleaning for the Cause*, a fundraising program available immediately to local non-profit and community organizations.

“Charity car washes in the parking lots of a convenience stores, schools and churches are a favorite summer fundraiser for many organizations,” said co-founder Mark Hofmann. “While parking lot washes are easy to plan and require little investment upfront, CleanTown USA thinks there’s a better way to raise money from washing cars

The *Cleaning for the Cause* concept is very simple. The organization sells car washes in the form of a convenient pre-paid wash card that buyers can use whenever they want. Each card contains three (3) CleanTown Basic Exterior Washes and sells for \$20 – a \$5.50 discount over the regular price. At the end of the sale, the organization receives \$8 per card sold. Buyers receive their card immediately and can use it that day or in three months – whenever it’s convenient for them and the cards don’t expire. With no upfront costs, no minimum sales requirement, and no shipping and delivery, *Cleaning for the Cause* is the easiest way to make money from a charity car wash.

“From the moment we broke ground for CleanTown, we placed a priority on community involvement,” said co-founder Robbie Hofmann. “Even before we opened, we participated in community day celebrations, charity car cruises and other events to demonstrate our commitment. *Cleaning for the Cause* is a natural extension of our community relations efforts.”

Cleaning for the Cause is open to schools, clubs, athletic groups, churches and other community organizations. A fundraiser application can be obtained in the CleanTown lobby or by sending an email to info@cleantownusa.com.

About CleanTown USA

CleanTown USA is a full service car wash and express detail center located on Rt. 8 in Hampton Township. Unlike any other car wash, CleanTown features two automated, soft-cloth exterior wash tunnels and two interior detailing bays on which cars ride a conveyor belt while being cleaned. Services range in price from \$8.50 to \$23.00. To learn more about CleanTown wash services, job opportunities, community programs and promotions visit www.cleantownusa.com.

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