



Release Date: **June 29, 2007**

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Greeting New Residents of Park Cities Is Her Mission

Local businesswoman Amy Polcari is opening *Housewarmers of Park Cities*, a home greeting service which welcomes new residents to the area and introduces them to the best local merchants and professionals. Each new resident is personally visited and presented with a lovely *Housewarmers* Gift Bag, filled with goodies and surprises from Park Cities-area businesses, as well as unique *Housewarmers* gift certificates.

Polcari has a seasoned understanding of Central Texas commerce. Born and raised in Charleston, West Virginia, she has lived in both Dallas and the Park Cities for more than ten years, working as a marketing professional at various local companies. "I am starting this business because Park Cities is a great place to live with many outstanding neighborhood establishments. With Housewarmers I can help business reach out to new residents with the warmth of a personal 'welcome to the neighborhood' and the opportunity to introduce new families to the best local merchants and professionals. Both residents and the local business community will benefit from Housewarmers."

Housewarmers, Inc. is a young, fast-growing company based in Northeast Texas, which awards franchises to qualified operators in select communities, which meet its criteria for growth and business viability. Kerry Johnson, President of Housewarmers, II, LLC, said, "We operate in over 50 cities in Texas, Oklahoma and Arkansas. Amy brings an innate understanding of the

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community, along with the business experience and commitment to be very successful. The new residents of Park Cities, as well as its innovative merchants, will be pleased with the value that Housewarmers of Park Cities will offer them.”

Polcari said she decided to open Housewarmers of Park Cities because of her desire to help people who have just moved into the neighborhood easily connect with local business. “I remember when I moved to the area and was faced with the challenge of finding a new doctor, dentist, and eye care specialist without anyone to turn to for local guidance. With Housewarmers, I can help put new residents at ease during one of life’s most stressful times. By helping new residents get to know the area, I’m doing my part to preserve the charm and character that makes Park Cities a wonderful place to live.”

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