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## Dollar Tree Opens For Business in Moraga

By Sophie Braccini



Sally Cony, who works in Lafayette, came up from Alamo with her husband Keith to check out Moraga's new Dollar Tree. Photo Andy Scheck

containers, granola bars, and bubble wrap," said Moraga Town Clerk Marty McInturf. Resident Dona Ward was looking for specific items - "I've been a 'room-mom' for three years," she said. "You can find a lot of craft items at a Dollar Tree store," she added, although she did not find the sheets of stick-on jewels she had seen at another store.

"This store is not huge, so we had to make some choices," said a manager. "We've heard that we should expand our party supply section though, and will be working on that." He added that every store manager has some latitude to choose items from the pool provided by the company.

Small groups of teens roaming the store thought students leaving Campolindo High School in the afternoon would come to the Dollar Tree for candies and sodas. A future Saint Mary's freshman pointed out items of interest such as school supplies and energy shots.

Mayor Karen Mendonca was found in one aisle, talking with District Manager Gary Ferguson. "It's a lovely store," she said, "keep it clean and we'll be happy," said the mayor. The store is very neat, almost striking with its bright signature green everywhere.

In the middle of the store food items are aplenty, including bags of candies, canned soups, boxes of pasta, bags of trail mix, and bottles of water; frozen foods are at the back. School and party supplies occupy one side of the store, including a double rack of cards. On the other side are home products - plates, containers, cleaning products, utensils and more. The beauty section offers creams, soaps, shampoos, tooth brushes and the like.

EDT member Rich Larsen commented that he believes that the store might draw people from outside of Lamorinda and contribute positively to the Town's bottom-line, while Chamber of Commerce President Edy Schwartz noted that the store had joined the Chamber and she was looking forward to having it become an active part of the business community.

Many of the residents who voiced opposition to the Town's decision to allow Dollar Tree in Moraga chose not to come to the opening, citing concerns regarding product safety and a desire to support other types of businesses.

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