

Friends of West L.A. (FOWLA), a 501(c)3 non-profit corporation is providing Ring Doorbells and other Ring products (www.ring.com) at subsidized prices. Fowla is making Ring products available to Los Angeles homeowners with the goal of reducing crime. **Distribution will take place at Pick Pico 2017, May 21 11a-3p at Overland/Pico** (see www.PickPico.Org).

Representatives from Ring will be on hand to answer questions. Installers will also be on hand. Subsidized pricing is as follows:

Product	Reg Price	MSRP + Tax	Pick Pico Price	Savings	%
Ring	\$199.00	\$216.41	\$99	\$117.41	54%
Ring Pro	\$249.00	\$270.79	\$149	\$121.79	45%
Stick Up	\$199.00	\$216.41	\$99	\$117.41	54%
Chime	\$30.00	\$32.63	\$25	\$7.63	23%
Chime Pro	\$49.00	\$53.29	\$25	\$28.29	53%
Solar Panel	\$49.00	\$53.29	\$25	\$28.29	53%
Solar Sign	\$49.00	\$53.29	\$10	\$43.29	81%

Subsidized pricing is made possible by FOWLA, Fix The City and the Westside Coalition and through grants from businesses.

Reserve product by sending an email ASAP to RingInitiative@fowla.org.

Legal stuff: Quantities/subsidies are limited. Product will be provided on a non-refundable, first-come, first-served basis and all sales are final. Product support will be handled directly by Ring. Payment and product delivery will be by credit card only and only at Pick Pico. The homeowner is responsible for installation. One doorbell, one solar sign and three stick-ups/solar panels per address, limited to residents of Los Angeles and our heroes at LAFD/LAPD.

About FOWLA

FOWLA is a 501(c)3 non-profit corporation focused on improving the quality of life in the West Los Angeles area through contributions to City facilities (including schools, parks, libraries, police and fire), public/private partnerships and through close relationships with elected officials, community groups and businesses. Web: www.fowla.org Twitter: @FriendsWLA

About Fix The City

FTC was established to promote public safety, support the infrastructure, challenge unsustainable development and to hold city government accountable, especially with regard to land-use issues. Web www.FixTheCity.Org Twitter: @FixTheCityLA

About The Westside Coalition

The Westside Coalition was formed by local homeowner associations to focus on enhancing neighborhood security through the use of camera systems.

About Ring

Our Mission: To Reduce Crime in Communities. This mission drives our team and strategy throughout every decision. It's the statement we live by when we design and engineer not only the products you see today, but the future features and innovations that we will deliver for a long time to come. See www.Ring.Com for more product information and for color choices.

FOWLA, Fix The City and Westside Coalition are operated by 100% all-volunteer boards. No board member has a financial interest in Ring or installation providers. FOWLA loses money on every sale, but makes it up in increased public safety.