



## A **This Old Bag: The Power of the Purse**

Friday, October 18, 2013 | St. Regis San Francisco | [thisoldbag.org](http://thisoldbag.org)

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### Immediate Release

## **THIS OLD BAG: THE POWER OF THE PURSE RAISES A RECORD \$255,000 FOR THE BREAST CANCER EMERGENCY FUND**

*Ninth Annual Fundraiser Featured Donated Designer Handbags from Celebrities, Sponsors and Private Donors Helping to Raise Much Needed Funds for Low Income People Battling Breast Cancer in Three Bay Area Counties*

**SAN FRANCISCO, Calif. – October 24, 2013** – Breast Cancer Emergency Fund (BCEF) is proud to announce that its signature gala, *This Old Bag: The Power of the Purse 2013*, held on October 18 raised a record \$255,000 for low-income people battling breast cancer. More than 450 guests enjoyed hors d'oeuvres and sparkling wine by Mumm Napa Valley and cocktails provided Corbin Vodka, Dos Lunas tequila and Bulleit Rye Whiskey, while bidding on a myriad of handbags donated by fashion designers, celebrities, individual donors and couture and vintage boutiques. A live auction included the most valuable and coveted bags paired with travel packages, shopping sprees and more.

*This Old Bag 2013* featured couture and designer bag from such well known fashion houses as Prada, Yves Saint Laurent, Chanel, Dior, Gucci, Judith Leiber, Louis Vuitton, Marc Jacobs, Tory Burch, Versace and dozens more.

“As a Board Member of BCEF as well as an employee of Presenting Sponsor Kaiser Permanente, I was ecstatic when I heard the news that we raised \$255,000. I have been on BCEF’s Board and have attended every This Old Bag since Kaiser Permanente first sponsored the inaugural event nine years ago,” said Karen Queally. “I am grateful that so many generous people came together to raise funds for BCEF, their generosity will make a big impact on so many women and their families.”

Event Chair Hilary Newsom Callan and Host Committee Co-Chairs Bahya Oumlil-Murad and Heather Vucetin led a Host Committee that included prominent local residents Giselle Bosc, Judith Branch, Elyssa Cahill Douroux, Karen Caldwell, Mark Calvano, Tracy Curtis, Diane Easterwood, Delia Ehrlich, Neil Figurelli, Camille Freeman, Nonie Greene, Anette L. Harris, Cynthia Hester, Barbara Klein, Sam Leftwich, Carolyn Lee, Ye-Hui Lu, Deepa Pakianathan, Lori Puccinelli Stern, John Rosin, Donna Sachet, Laureen Schiller, Alexandra Skillman, Al Smyth, Susan Snyder, Alan Svensen and Beth Townsend.

*This Old Bag* is underwritten by Presenting Sponsor Kaiser Permanente and dozens of local and national companies including Bloomingdale’s, St. Regis San Francisco, Blueprint Studios, McKesson, Ross Stores Inc., HouseProud Design, Macy’s, Oracle, Rocketfuel, Wells Fargo, Perforce Foundation, Pond North LLP, Hennig Law Firm, Pacific Union Community Fund, TOKYObay, Cairdea Design, Hood & Strong LLP, Perfect Video Conferencing, Haute52.com.

**EVENT CHAIR**  
Hilary Newsom Callan

**HOST COMMITTEE  
CO CHAIRS**

Bahya Oumlil-Murad  
Heather Vučetin

### **A BENEFIT FOR BREAST CANCER EMERGENCY FUND**

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“We are absolutely thrilled we extended our fundraising goal in this critical year of fundraising” said Mike Smith, Executive Director of Breast Cancer Emergency Fund. “I am grateful to all of our corporate and individual sponsors for their help in making a difference in the lives of the low-income people battling this disease in the Bay Area.”

**KEY DETAILS:**

Date: Friday, October 18, 2013  
Time: 6:30-9:30pm  
Location: St. Regis Hotel, 125 3<sup>rd</sup> St. San Francisco  
Website: [www.thisoldbag.org](http://www.thisoldbag.org)

**Event Design & Production:**

Leftwich Event Specialists

**Room Décor Provided By:**

Blueprint Studios

**Beverage Sponsors:**

Mumm Napa Valley, Corbin Vodka, Dos Lunas Tequila & Steve Beal, Master of Whiskey

**Media Sponsors:**

San Francisco Magazine, Red Carpet Bay Area

**ABOUT BREAST CANCER EMERGENCY FUND**

BCEF provides immediate financial assistance to low-income people battling breast cancer when they are too sick to work. Each year, BCEF helps more than 500 people in San Francisco, San Mateo & Santa Clara counties. Since 2001, BCEF has been the only Bay Area organization dedicated to providing emergency financial assistance to low-income women and men battling breast cancer. To date, we have delivered over \$2,000,000 in quick, compassionate care to help reduce financial hardship, improve quality of life and enable people focus on their health and their families.