



THIS OLD BAG 2016

The 12th Annual Fundraiser for low-income women battling breast cancer in San Francisco and Silicon Valley

FRIDAY, OCTOBER 21, 2016 | THE BENTLY RESERVE

This Old Bag: The Power of the Purse

The 12th Annual Fundraiser Features Donated Handbags from Celebrities like Michelle Obama, Oprah Winfrey and Sharon Stone to Help Raise Funds for Low Income People Battling Breast Cancer in the San Francisco Bay Area

Key Details

Deadline for Handbag Donations
October 3, 2016

Celebrity Donation Forms
bcef.org/tob-celebrities

Event Date
Friday, October 21, 2016

Time: 6:30–9:30 pm

Location
The Bently Reserve
301 Battery St., San Francisco

Ticket Price: \$125
Available at thisoldbag.org

Contact

Development Department
415.932.6020, x102
development@bcef.org

Gwendolyn Mitchell
Communications Consultant
510.910.2702
gwendolynm22@gmail.com



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 300 people in the Bay Area. 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, BCEF has delivered over \$3 million in quick, compassionate care to help reduce financial hardship, improve quality of life and enable people focus on their health and their families.

For Immediate Release: August 23, 2016

Tanya Wright 'Orange is the New Black', 'True Blood' Actress Kicks Off Breast Cancer Emergency Fund's Call For Celebrity Handbags

SAN FRANCISCO, CA—Each year, to raise funds for low income Bay Area women and men battling breast cancer, **Breast Cancer Emergency Fund (BCEF)** holds an annual fundraiser featuring handbags donated by celebrities, fashion designers, individual donors, and couture and vintage boutiques. This year, **Tanya Wright**, who stars as Crystal Burset in **Orange is the New Black** and Deputy Kenya Jones in **True Blood**, is donating a purse to be auctioned at the event on October 21. She also is encouraging fellow actors to support BCEF.

"I love that Breast Cancer Emergency Fund is providing vital resources to support clients in need at a time when all of their energy should be focused on restoring health," Wright said. *"I have had many people I love in my life die from the ravages of cancer. It is a heartbreaking disease. I am grateful to be able to do what I can to assist the fight in combating this disease."*

"I am joining a stellar list of supporters from the entertainment industry and calling on my fellow actors to also join us by donating a purse or funds for the Breast Cancer Emergency Fund fundraising auction," Wright added.

Wright joins a roster of celebrities and long-time local supporters and champions of Breast Cancer Emergency Fund (bcef.org/tob-celebrities).

"I became more involved with BCEF three years ago when I learned about the level of need for assistance in the South Bay where the donor base was relatively small," said **Christine Merritt**, former head of Google's U.S. Channel Sales and BCEF Host Committee member. *"When I learned how much effort went into ensuring that every single dollar was maximized for the clients, I wanted to do all I could to expand the South Bay and Silicon Valley donor base to support the fund."*

More than 2,500 women have been helped by BCEF: Women like Lucia, a mother of three children who was diagnosed at an early stage but experienced a series of complications that required multiple surgeries; Sharon, who is living with metastatic breast cancer and hit the Medicare donut hole. Neither Medicare nor the supplemental plan she had purchased would pay for her antibiotics; and Arnette, a single mother of two and a self-employed court reporter recently diagnosed with breast cancer.

Unable to qualify for short-term state disability, facing a loss of income and huge out-of-pocket medical insurance deductible, Arnette turned to BCEF. BCEF called a community partner who enrolled her in a state-sponsored program that covers underinsured women for the duration of their most intensive breast cancer treatment, connected her to a local food program that delivers groceries during recuperation, and paid her rent and essential utilities—providing a safety net during the month she was not able to work. For clients like these women, BCEF steps in during times of medical crisis and prevents further disruption of their lives.

Celebrities who have donated to This Old Bag Fundraiser are featured on the BCEF Star Wall at bcef.org/tob-celebrities

"We also need donations from corporate sponsors and volunteers to assist BCEF in preparing for the event," said BCEF's Managing Director. *"Corporate Sponsors underwrite all of the expenses of This Old Bag, so that 100% of ticket sales and auction proceeds go directly to helping low-income women and men, enabling them to keep up vital medical treatments, avoid utility shut-off, prevent eviction and maintain stable housing."*

Tickets, sponsorship and event information can be found online at www.thisoldbag.org or by calling Breast Cancer Emergency Fund at **415-932-6020 x102**.

