

## **FOR IMMEDIATE RELEASE – This Old Bag Preview Party Launches Fall Fundraiser**

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### **Caldwell Snyder Gallery Hosts Private Preview Event featuring handbags for auction at Breast Cancer Emergency Fund's “This Old Bag: The Power of the Purse” October 17th**

San Francisco – On Wednesday, August 6, 2014, more than 100 of the Bay Area's most generous citizens gathered in the beautiful Caldwell Snyder Gallery to preview celebrity and designer handbags that will be auctioned off at the 10<sup>th</sup> Annual This Old Bag: The Power of the Purse, a benefit for Breast Cancer Emergency Fund (BCEF). More than 20 bags were available for preview, including designs from major fashion houses such as Diane Von Furstenberg, Lanvin, Jonathon Adler, Elie Tahari, Zac Posen, Coach, Siso, and several Louis Vuittons.

Executive Director of BCEF, Mike Smith, announced that \$90,000 has been raised to date. Further, the entire event has already been underwritten by generous sponsors including: Kaiser Permanente, Rocket Fuel, Wells Fargo, Blueprint Studios, Leftwich Event Specialists, Macys, Oracle and more. Every dollar raised between now and the event, therefore, goes straight to the men and women serviced by BCEF. Following an inspirational talk by a breast cancer survivor and BCEF client, the evening was capped by an impromptu fund-a-need and the spirited guests contributed an additional \$30,000!

Breast Cancer Emergency Fund (BCEF) will host the 10th Annual This Old Bag: The Power of the Purse on Friday October 17, 2014. Over the past decade the event has grown in size and stature. Saying farewell to the beautiful St. Regis, BCEF is excited to be moving this ever-expanding event to the Bently Reserve to accommodate more bags and party-people than ever before! For one special night, designers, fashionistas and the hottest celebrities come together to help women in need. The night will begin with a cocktail party where guests can bid on an extensive array of handbags and manbags while DJ Shooey gets the crowd going. Before the fun ends, an exciting Live Auction that is not to be missed, pairs the most coveted designs with exclusive experiences and travel packages.

**For event information or to purchase tickets please visit [www.thisoldbag.org](http://www.thisoldbag.org)**

**Honorary Committee:** Democratic Leader Nancy Pelosi, Congresswoman Anna Eshoo, Congressman Mike Honda, Congresswoman Zoe Lofgren, Congresswoman Jackie Speier, Christopher Bently, Hilary Newsom Callan

**Breast Cancer Emergency Fund (BCEF)** provides immediate financial assistance to low-income people battling breast when they are too sick to work. BCEF serves over 450 people

annually in San Francisco, Santa Clara and San Mateo Counties. Since 2001, BCEF has provided over \$1.6 million dollars in assistance to help families maintain financial stability during a devastating illness. [www.bcef.org](http://www.bcef.org)