



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

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Fairmont San Francisco Hosts Private Preview Event Featuring Handbags from Breast Cancer Emergency Fund's This Old Bag: The Power of the Purse
Hosted by Hilary Newsom Callan and Elizabeth Thieriot

San Francisco – On Tuesday, August 17, 2010, more than 100 of Bay Area's most generous citizens gathered in the Fairmont's Penthouse Suite to preview celebrity and designer handbags that will be auctioned off at the 6th Annual This Old Bag: The Power of the Purse, a benefit for Breast Cancer Emergency Fund (BCEF). Guests sampled appetizers provided by Fairmont while sipping beverages donated by Plumpjack and Domain Chandon. More than 20 bags were available from preview, including bags autographed by actresses Evangeline Lilly and Virginia Madson. Other bags on display included a vintage Hermes Kelly bag donated by Elizabeth Thieriot, two elegant Judith Leiber evening bags donated by Jo Schuman Silver, a luxurious Prada donated by Kim Snyder and a collection of signature handbags left to This Old Bag by the late Bella Farrow, Founding Chair of the event. Also on preview were several fabulous designer bags by Event Sponsor Bloomingdale's including Coach, Michael Kors, Cole Haan, Kate Spade and Tory Burch.

Kaiser Permanente returns as Presenting Sponsor of This Old Bag 2010 and several Corporate Sponsors have already joined to generously underwrite the event including: Ross Stores, Safeway, Oakland A's Community Fund, Delysium Events, Bloomingdale's, The Fairmont San Francisco, Professional Business Women of California, Pacific Union Real Estate Community Fund, and Jordan, Miller and Associates. On Friday, October 15th, St. Regis San Francisco will host the gala event where over 450 guests will enjoy cocktails, hors d'oeuvres and entertainment while shopping without guilt for more than 200 handbags, purses and other bags in a silent and live auction. This Old Bag features bags donated by famous designers, new and vintage bags donated by local philanthropists, as well as autographed bags from some of Hollywood's favorite women. BCEF has already assembled an impressive roster of prominent San Franciscans to lend a hand(bag) for the cause. Hilary Newsom Callan and Elizabeth Thieriot co-chair the event, along with a very enthusiastic host committee including Beatrice Amblard, Mark Calvano, Michelle Curtis, Diane Easterwood, Joel Goodrich, Veronica LaBeau, Elaine LaMastra, Carolyn Lee, Barbara Klein, Hon. Fiona Ma, Bahya Oumlil-Murad, Claudia Ross, Donna Sachet, Lori Puccinelli Stern, Alan Svenson, Elyssa Cahill Thorp and Beth Townsend.