



**FOR IMMEDIATE RELEASE**  
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**Event Name:** 6th Annual This Old Bag: The Power of the Purse

**Location:** St. Regis San Francisco

**Date/Time:** Friday, October 15, 2010, 6:30 pm - 9:30 pm

**Tickets:** \$125

**Description:** Breast Cancer Emergency Fund (BCEF) and Presenting Sponsor Kaiser Permanente will host the 6th Annual *This Old Bag: The Power of the Purse* at St. Regis San Francisco. Over 450 guests will enjoy cocktails, hors d'oeuvres and entertainment while shopping without guilt for handbags and purses in a silent and live auction. This Old Bag features over 250 new and vintage bags donated by famous designers, retailers and local philanthropists. Some of Hollywood's favorite actors and athletes have donated to the event including Virginia Madsen, Evangeline Lilly, Judith Light, Kristen Chenoweth, Sharon Stone, Wayne Gretsky, Michael Buble, Tiffani Thiessen, R.E.M. and the Los Angeles Lakers. The live auction will also include some fabulous packages including a Swiss International Airlines Travel Package, a custom April in Paris Handbag, a Vintage Hermès Kelly bag, a Los Angeles Travel Package and more!

**Event Co-Chairs:** Hilary Newsom Callan, Elizabeth Thieriot

**Special Appearance:** Very special appearance by **American Idol Season 9 Winner Lee DeWyze**

**Host Committee:** Beatrice Amblard, Marilyn Cabak, 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

**Corporate Sponsors:** Kaiser Permanente, Ross Stores, Safeway, Oakland A's Community Fund, Safeway, Delysium Events, bloomingdale's, The Fairmont San Francisco, Professional Business Women of California, Pacific Union Real Estate Community Fund, and Jordan, Miller & Associates.

**About BCEF:** BCEF provides immediate financial assistance to low-income people battling breast when they are too sick to work. We serve over 350 people annually in San Francisco & San Mateo Counties. Since 2001, BCEF has provided over one million dollars in assistance to help our clients maintain financial stability during a devastating illness.