



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.**

### **Elizabeth Thieriot establishes The Bella Farrow Fund**

San Francisco – On Wednesday, August 10, 2011, 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 7<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 from preview, including bags autographed by Justin Bieber, Brian Wilson of the World Champion San Francisco Giants and Tiffani Thiessen Smith. Other bags on display included several vintage Escada, a custom couture donated by Elizabeth Thieriot, beautiful new designs from Bulgari, Dior, Porsche Designs and collection of signature handbags from Event Sponsor Bloomingdale's including Kate Spade, Tory Burch and Marc Jacobs. Also on display were several vintage designer bags donated by the late Dame Bella Farrow, founding chair of This Old Bag.

Kaiser Permanente returns as Presenting Sponsor of This Old Bag 2011 and several Corporate Sponsors have already joined to generously underwrite the event including: Ross Stores, St. Regis San Francisco, Bloomingdales, Delysium Events, Fairmont San Francisco, Pacific Union Real Estate Community Fund, Safeway, Premier Staffing, the Eli & Mae Rosen Foundation and Media Sponsor San Francisco Magazine.

The evening was capped by the establishment of The Bella Farrow Fund by Elizabeth Thieriot. Ms. Thieriot's pledge of \$50,000 was quickly increased to nearly \$70,000 by others moved to pay tribute to one woman's legacy and renew their personal support of Breast Cancer Emergency Fund. The Bella Farrow Fund will maintain This Old Bag as an annual event and provide vital resources to low-income women battling breast cancer in San Francisco, San Mateo and Santa Clara Counties. Joining Elizabeth Thieriot as founding funders of The Bella Farrow Fund are Judith Branch and Chase Young, Rose Coyle and Greg Boudreaux, Veronica LaBeau, John Rosin, Mary Skinner and Janeen Smith, Diane Easterwood, Neil Figurelli, Skeeter Buck and Alexandra Walterspiel, Beth Townsend and Doug Wagoner, Elizabeth Martini, and Cynthia Hester.

On Friday, October 21<sup>th</sup>, 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 dedicated Host Committee including Judith Branch, Mark Calvano, Diane Easterwood, Joel Goodrich, Veronica LaBeau. Carolyn Lee, Ye-Hui Lu, Bahya Oumlil-Murad, The Reverend David F. Pace, Lori Puccinelli Stern, Claudio Castillo Ross, Donna Sachet, Lauren Schiller, Alan Svensen, Elyssa Cahill Thorp and Beth Townsend.