



## This Old Bag: The Power of the Purse

Friday, October 21, 2011 | St. Regis San Francisco | [thisoldbag.org](http://thisoldbag.org)

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Dear Friend,

Thank you for your support of Breast Cancer Emergency Fund's (BCEF) signature event **This Old Bag: The Power of the Purse**. Last year's sold-out event featured over 200 fabulous bags for auction and raised \$225,000 for low-income people battling breast cancer!

On October 21, 2011, Kaiser Permanente and St. Regis San Francisco will host our seventh annual **This Old Bag**. More than 400 guests will enjoy appetizers and cocktails while bidding on a myriad of handbags donated by fashion designers, celebrities, couture and vintage boutiques and dozens of individual donors. A live auction will showcase the most valuable and coveted bags paired with other exciting items like travel packages, shopping sprees and more.

**This Old Bag** is a wonderful opportunity to clean out your closet, move merchandise off your retail shelves, promote a new boutique brand, or donate a celebrity keepsake. Each year, **This Old Bag** provides more than just a gaggle of purses, our auction presents a combination of one-of-a-kind designs, classic couture and best of the season styles.

*Show the power of **your** purse in the fight against breast cancer. Your tax deductible handbag donation makes a huge difference in lives of women in need. 100% of all auction sales directly help 450 low-income people annually in San Francisco, San Mateo, and Santa Clara Counties continue vital medical treatments, avoid utility shut-off, prevent eviction, and maintain stable housing during a devastating illness.*

Thank you so much for being a part of this fabulous event. We look forward having your donation in our auction at **This Old Bag: The Power of the Purse** 2011. For more information or questions please email: [development@bcef-sf.org](mailto:development@bcef-sf.org)

Sincerely,

Mike Smith  
Executive Director

### BREAST CANCER EMERGENCY FUND

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