

FOR IMMEDIATE RELEASE

The Junior League of Oakland-East Bay, Inc. Celebrates 70 Years of Successful Contributions, Collaborations, & Community Service to the East Bay

Toast the League; Honor Past Presidents; Benefit Children at Risk

Featuring the Spirit of Pearls and the European House of Gellner

LAFAYETTE, CA. – March 17, 2005 – For one special night, the Junior League of Oakland-East Bay, Inc. (JLOEB) invites the Bay Area community to celebrate seven decades of community service, pay tribute to past League presidents, and benefit *Children at Risk*. In partnership with Spirits In Stone and *Diablo Magazine*, the JLOEB is hosting the extraordinary social and celebratory benefit – *Pumps & Pearls* – on Saturday, April 9, 2005, at the famous Claremont Resort & Spa in Berkeley, California, which provides the ideal setting for JLOEB’s anniversary event as the Claremont once served as the JLOEB’s headquarters. All proceeds from the anniversary fundraiser benefit JLOEB’s community projects, focusing on *Children at Risk*.

Transforming the hotel’s already breathtaking Grand Ballroom into a truly unique atmosphere, the JLOEB and its partners will serve up an incredible evening to commemorate this special anniversary milestone, complete with pearls, pumps and pajamas. The event begins at 6 p.m. Guests will experience an event unlike any other in the East Bay, including:

- An exclusive preview of a \$1 million dollar pearl collection
- A champagne glass raffle with a 1 in 4 chance of winning special prizes
- A cocktail greeting with a selection of three incredibly tasty pink libations – the Clear Martini, the Tuscany Sunset, and the Pink Pearl Cosmo – designed by SHAKERS Vodka
- A three-course, sit-down dinner, prepared by Claremont Resort & Spa Executive Chef, Charles Hechinger, with wine pairing provided by award-winning winemaker Gina Gallo, Gallo of Sonoma
- Wearable centerpieces featuring Stuart Weitzman pumps and one-of-a-kind goodie bags provided by Nordstrom (Corte Madera)
- A live auction called by Anthony Ponter, the former voice of Jaguar Cars, and co-founder of Spirits In Stone
- Live music by Michael Fender Entertainment
- And, a few more surprises!

Celebrate the Legacy, Celebrate the Journey

Throughout its 70-year history, the JLOEB has contributed more than 7 million volunteer hours and approximately \$3 million to community agencies in Alameda and Contra Costa Counties who serve vulnerable children and their families. The impact of 70 years of Junior League voluntarism can be seen and felt throughout the Bay Area community via programs such as: Junior Center of Arts and Science; the Family Stress Center; Contra Costa County Aids Task Force; Newborn Connections; Battered Women’s Alternative’s Transitional Housing; and the award-winning *Super Stars Literacy Project*, to name a few – real undertakings to impact real needs in the community.

The JLOEB and the Association of Junior Leagues International are comprised of diverse women across all walks of life who have forged a legacy of providing service to their communities and who embrace the continuing challenge of meeting their communities' future needs. The following are just a sample of women of the Junior League who gave a voice to the community: *Junior League Founder Mary Harriman, Former First Lady Eleanor Roosevelt, Former First Lady Barbara Bush, First Lady Laura Bush, Supreme Court Justice Sandra Day O'Connor, UN Ambassador and actor Shirley Temple Black, Katharine Hepburn, Betty Ford, Orinda Mayor Pro Tem Amy Worth, San Francisco Foundation Board Director Charlene Harvey, and many others.*

“This incredible sample of Junior League members illustrates the diversity and depth of the League’s evolving membership during the past 70 years and illustrates the future of possibility that is within each member today as they make Junior League part of their spirit,” said Sabrina Benjamin, 2004-2005 President, Junior League of Oakland-East Bay, Inc. “We invite people in the Bay Area to help us celebrate our achievements and help us remain a powerful voice for *Children at Risk.*”

Respecting Our Past, Embracing Our Future – Pearls of Wisdom

Throughout the ages, people have been enchanted by pearls, which remain a source of widespread fascination. In fact, the Latin word for pearl means “unique,” attesting to the fact that no two pearls are identical. Today, pearls are admired and worn by more people than ever before. (Source: *American Museum of Natural History.*)

“There has been and continues to be an association with the Junior League and pearls, whether on a social level or on a figurative level,” said Laura Ponter, Co-founder, Spirits In Stone. “For this special moment in time, we wanted to celebrate the contributions of the League in a way that both recognized the history of the League and also underscores how valuable and unique the contributions of each woman in the League truly are.” As the signature partner and host, Spirits In Stone is intimately familiar with the Junior League organization and legacy. Laura Ponter was a member of the Junior League (Peninsula chapter), and her staff continues to support the League’s *Super Stars Literacy Project* at Hoover Elementary in West Oakland.

For the anniversary celebration, Spirits In Stone will be bringing in \$1 million worth of exquisite pearls from the European House of Gellner. An exclusive preview of the vast collection will be hosted on April 8th from 10 a.m. to 8 p.m. and April 9th from 10 a.m. to 4 p.m. Additionally, each woman at the anniversary event is invited to have a photo taken while wearing a strand of pearls worth an estimated \$50,000. Twenty percent of all purchases during the pre-event and anniversary fundraiser will benefit JLOEB community projects.

Celebrating Life

One may think the only thing that pumps, pearls, and pajamas have in common is the letter “P.” “It’s all about the women who choose to wear them, and how they celebrate life that is the common denominator,” says San Francisco-based designer Michelle Moquin, whose “indoors, outdoors, wear-me-anywhere” pajamas are favorites among Actresses Sharon Stone and Marcia Gay Hayden. During the Pumps & Pearls event, hostesses will be modeling Michelle’s pajamas, including the “Breakfast at Tiffany” and her very popular “Pretty in Pink” designs, which were selected as the 2004 *Hollywood Jammies to the Stars* for the 76th Annual Academy Awards® goody bags and received by Oscar® nominees (and winners) Renee Zellweger and Charlize Theron, to name a few. Beginning on April 9, 2005 and continuing until the end of the month, MOQ Designs will be running a charity promotion at www.michellemoquin.com during which 25 percent of Michelle’s pajamas purchased will benefit JLOEB community projects.

Tickets for the *Pumps & Pearls Anniversary Celebration* are available for purchase via the JLOEB Website, www.jloeb.org, or by contacting the Junior League office at 925.284.3740. The ticket prices are \$135 per person or \$1,500 for a table of 10. Special thanks to event sponsors: BWC Mortgage, Claremont Resort & Hotel, Concord Minuteman Press, *Diablo Magazine*, Gallo of Sonoma, Image Three Events, Keller Williams Realty, Michelle Moquin Designs, Nordstrom, Schooners Brewery, SHAKERS Vodka, Spirits In Stone, Wells Fargo Bank, and JLOEB New Member Julie Van De Wyndegaerde of Pacific Union. For information on sponsorship, contact Sara Bergstrom at 510.444.6622 or via e-mail at sbergstrom@ameritconsulting.com.

About Spirits In Stone

Spirits In Stone (www.spiritsinstone.com) began as an educational and fundraising project to promote Shona art and numerous non-profit organizations with whom the co-founders linked up to conduct exhibitions. The programs, many of them museum-based, raised almost \$15 million for non-profits and for projects in Zimbabwe over 30 years. The company opened its first gallery in St. Helena in 1991, expanded to Sonoma two years later, Sausalito in 1995, then Berkeley and Healdsburg in 2003.

Women Building Better Communities

The Junior League of Oakland-East Bay, Inc., (www.jloeb.org) is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. The JLOEB offers women the opportunity to implement change in the community in three major ways: projects, grants, and outreach. The common thread in the JLOEB community work is the League's dedicated mission focusing on *Children at Risk*. Its purpose is exclusively educational and charitable.

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