

FOR IMMEDIATE RELEASE
September 10, 2007

The Junior League of Oakland-East Bay, Inc.

Unveils Culinary Experiences Auction

New Online Auction Serves up Offerings from Chefs, Restaurants, Wine Purveyors, Wineries and More to Raise Money for the League's Ongoing Annual Campaign

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LAFAYETTE, CA. - SEPTEMBER 2007 - Going once, going twice – the Junior League of Oakland-East Bay, Inc. (JLOEB) will launch its inaugural “Culinary Experiences” online auction on Tuesday, September 11 at 9 p.m. PST. Benefiting the League’s annual campaign, this new offering is open to anyone with an interest in food, wine and a smorgasbord of gastronomic delights just by visiting www.jloeb.cmarket.com.

Since 1935, the JLOEB has contributed approximately seven million volunteer hours and more than three million dollars to efforts aimed at improving the lives of children and their families in Contra Costa and Alameda counties . All funds raised from this online auction benefit the League’s annual campaign, which supports the JLOEB’s infrastructure and helps the members focus on critical needs of children in our community in order to leave a lasting and positive impact.

Among the exciting offerings in this month’s auction phase are a special meal prepared by Rob Lam, Owner and Executive Chef of Butterfly in San Francisco. One winner and three guests will indulge in a gastronomic tour of his menu at this spectacular waterfront restaurant. Another item in the auction is a private wine tasting for up to 12 people at the newly-opened Wine Mine in Berkeley. Future offerings include: “date nights” on College Avenue, as well as selections of a wide variety of restaurants and culinary delights throughout the Bay Area and beyond.

To make a purchase and make a difference, visit www.jloeb.cmarket.com. Live bidding can occur 24 hours a day, seven days a week. Each month several new auction experiences will be unveiled. Check back regularly and tell your friends, family, co-workers to join to help the League turn up the heat and make a difference in the community.

Women Building Better Communities

Founded in 1935, the Junior League of Oakland-East Bay, Inc. 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. Its purpose is exclusively educational and charitable. To learn more, support League projects and/or become a member, please visit <http://www.jloeb.org>.

- JLOEB.org -

Editors Note: Digital images are available upon request.