

FOR IMMEDIATE RELEASE
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*The Junior League of Oakland-East Bay, Inc. Partners with
Butterfly Restaurant for Make A Difference Day
San Francisco Restaurant Commits to Dedicate a Portion of Profits
to League's Annual Campaign*

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LAFAYETTE, Calif. – The Junior League of Oakland-East Bay, Inc. (JLOEB) is teaming up with Butterfly Restaurant (<http://www.butterflysf.com>) for a unique opportunity to give back to the community. “Make A Difference Day” is the most encompassing national day of helping others -- a celebration of neighbors helping neighbors. Created by USA WEEKEND Magazine, “Make A Difference Day” is an annual event that takes place on the fourth Saturday of every October.

Dine and Make a Difference

Especially exciting is JLOEB and Butterfly’s commitment to “Make A Difference Day”. For three consecutive days, starting October 23, Butterfly’s Executive Chef and Owner Rob Lam will donate 15 percent of the sales directly to the League’s Annual Fund with the first \$2,000 going directly to the *Maridel M. Moulton Sustainability Fund*, the League’s perpetual source of funds providing financial support to the Alameda and Contra Costa county communities in support of causes, programs and institutions of a benevolent and educational nature focusing on children.

“Working on this special event with the Junior League’s Community Partners Development Team provided a chance for us to do what we love best – serve great food, while serving a great cause. And, there’s no greater cause than children,” said Executive Chef and Owner, Rob Lam. “Everyone at Butterfly is thrilled that this event will provide such a valuable source of support for the League’s efforts which truly impact the Bay Area.”

The League’s partnership with Chef Lam began in 2004 at the “Snacks in the City” event. This event, hosted by new members, focused on the League’s award-winning *California Fresh Harvest* cookbook. This event helped to raise \$10,000 for the League. Rob’s partnership with the League continued in 2006 when his team donated time and talent at the 3rd Annual *Artful Living Home Tour Kick-off Party*. This year the partnership continues to grow even deeper. In addition to catering the League’s upcoming winter signature shopping event at Crate & Barrel on December 2, 2007, Chef Lam and Butterfly were featured as the debut item for the inaugural “Culinary Experiences” Auction also benefiting the League’s Annual Fund. The auction experience is open through May 2008 with new items added monthly. Visit www.jloeb.cmarket.com to make a bid and make a difference.

Named one of the “*2003 Rising Star Chefs*” by the *San Francisco Chronicle*, Chef Lam views cooking as more than a passion. Cooking is who he is. At the age of four, the restaurant business played a significant role in his childhood. Lam’s parents, who were professionals in their homeland of Saigon, started from scratch when they arrived in the United States and the family was involved in every aspect of the restaurant business when his mother opened Vien Dong, a Vietnamese restaurant in Garden Grove, CA. Lam, the only one of six siblings who works in the culinary industry, credits his mother for his devotion to cooking and to creating dishes which remain as close to his roots as possible.



Butterfly, The Embarcadero, offers brunch, Saturday - Sunday: 11:00 am - 3:00 pm; lunch, Monday - Friday: 11:30 am - 3:00 pm; and dinner Sunday - Wednesday: 5:00 pm - 10:00 pm, Thursday - Saturday: 5:00 pm - 11:00 pm. For reservations, please call (415) 864-8999 or reserve online at www.opentable.com. For more information about Butterfly, visit www.butterflysf.com. Join us on October 23, 24 and 25 to support this good cause!

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 -

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Editors Note: Digital images are available upon request.