

FOR IMMEDIATE RELEASE

**THE JUNIOR LEAGUE OF OAKLAND-EAST BAY, INC.
KICKS OFF DIAMOND ANNIVERSARY**

“75 for 75” Online Auction Now Open; Diamond Jewelry Featured

LAFAYETTE, CA. – September 9, 2008 – Make a bid and make an impact! The Junior League of Oakland-East Bay, Inc. (JLOEB) today unveiled its “75 for 75” online auction – the first of several campaigns – to celebrate 75 years of service to the Bay Area. And, there’s no better way to celebrate a diamond anniversary than with an actual diamond – or rather, a whole bunch of them! Be among the first to bid on the opening item – a stunning, vintage -style circle of love pendant, donated by Design Jewelers (888 Brannan Street, Suite 2001, SF, CA 94103; 415-626-1262; call Hilda Dabai for an appointment.) The necklace is valued at more than \$1,700 and features .55 carats of round diamonds. Live bidding is 24/7 at <http://jloeb.cmarket.com>.

Going Once! Going Twice!

Running from September 9, 2008 through the League’s 75th Anniversary in February 2010, the online auction will feature 75 uniquely-themed items and packages during the course of the next 18 months to celebrate the League’s more than seven decades of service. New items are unveiled monthly.

“We wanted to mark the beginning of the League’s 75th birthday celebrations - our diamond anniversary – with something special because what we do is so important to the community,” said Laura Lamison, President Elect and Chair of the 75th Anniversary Committee. “Working to find real solutions to real problems is an integral part of what it means to be a Junior League member. Through the online charity auction and other key League initiatives, people can get involved and help us continue to be a powerful advocate for children and families in Contra Costa and Alameda Counties.”

Lights! Camera! Auction!

Benefiting from strategic community partnerships with a great line-up of partners including the Oakland Athletics, Butterfly Restaurant, *Diablo Magazine*, Wente Vineyards, and many other League supporters, the online auction lead by the Community Partner Development Team, extends to the entire League community and beyond. Upcoming packages include: getaway weekends, League Wine Cellar, signed jerseys, dinner packages, and more.

Diamonds and Volunteers are The League’s Best Friends

Auction proceeds benefit the JLOEB Annual Fund. As a non-profit organization, the League depends on contributions to its Annual Fund, a critical source of unrestricted donations and funds which primarily support the League’s infrastructure, along with membership dues and event fundraising income.

“We recognize that people give of their time, money and hearts to support the League

and, in many cases, to support several other worthy non-profits,” said Dana Young, Community Partners Development Co-Chair. “We also recognize that when and how people give is different for every person. The ‘75 for 75’ is an optional campaign that offers participation to fit everyone’s schedule.”

Make a Bid, Make an Impact?

- **Bid on items**—Not only are people giving to an incredible organization, but winning bidders get something in return.
- **Donate directly**— Participants can also choose to make a direct donation to the Annual Fund. So, whether they are the highest bidder or not, people can still help the League when it makes the most financial sense for them.
- **Donate a package**— The League is always looking for unique items from vacation homes to private dinners to spa packages and more. This is a great way to extend PR for your company or business. To donate, contact Dana Young at dana.young@aha-ink.com

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, visit <http://www.jloeb.org>.

Editors’ Note: Images of the necklace are available in jpeg format.

###

JLOEB Media Contacts:

Dana Young, Community Partners, dana.young@aha-ink.com, 415-378-7998
Creston Rae Hutcherson, Public Relations, crestonrae@yahoo.com, 925-323-5622