

FOR IMMEDIATE RELEASE

October 2006

**THE JUNIOR LEAGUE OF OAKLAND-EAST BAY, INC. ANNOUNCEMENTS,
EVENTS AND FUNDRAISERS FOR NOVEMBER-DECEMBER 2006**

*New League Website Unveiled
Artful Living Kick-off Party and Home Tour Announced
Annual Holiday Shopping Night with Crate & Barrel
Super Stars Literacy Program Field Trip and Math Night
Done in a Day Partners with Salvation Army for Annual Holiday Assistance Campaign*

LAFAYETTE, CA -The following are brief summaries of the announcements, events, and fundraising efforts of the Junior League of Oakland-East Bay, Inc. (JLOEB) for the months of November and December. Full announcements and/or event listings are also available by contacting the PR team at pr@jloeb.org. Please also visit our website at www.jloeb.org for the latest news from the League.

New Website Launched - the JLOEB unveiled its new look with a redesigned website. The site offers an efficient design, enhanced content areas including the expanded newsroom, online calendar and payment options for League events, intelligent navigation, and a streamlined structure that allow for easier site maintenance and future expansion by the League.

Jill Imani, Communications Council Director, who has been leading Marketing Communications Team on the project for the past few months said: "We have a terrific and extremely talented group of women on our team who worked on this project. In addition to giving the website a more modern and cleaner design, our focus is to help our visitors-potential members, donors and sponsors, friends of the League-navigate quickly to their area of interest. In particular, we underscore more of what the League does and who we help. Through the new site, we can more effectively help people understand the impact of the League on the East Bay community both visually through images and through stories and anecdotes, and connect the public with an easy way to buy tickets to our events which ultimately benefit the League's projects within the community."

Popular areas on the Web site such as how to join the League, making donations, volunteer shifts, and special events have been given greater visibility. Be sure to visit and bookmark the new site at www.jloeb.org.

SPECIAL EVENTS THIS SEASON

Artful Living Home Tour Kick-off Party - November 2, 2006. Featuring award-winning, broadcast journalist Diane Dwyer, the *Artful Living Home Tour* Kick-off Party will showcase hors d'oeuvres prepared by Rob Lam, executive chef/owner of San Francisco's Butterfly Restaurant; desserts provided by Checkers Catering of Livermore, wine by Concannon of Livermore and Alpha Omega of Napa, and the stunning holiday decor of Orchard Nursery. Tickets are \$45 in advance, \$50 at door.

Artful Living Home Tour - November 3-4, 10 a.m.-4 p.m. Tickets are \$35 in advance or \$40 on-site. In partnership with *Diablo* Magazine, the JLOEB will offer a special tour of five architecturally-distinctive and meticulously-crafted residences in Orinda. The ticket purchase gives everyone from design enthusiasts to the general public a peek into the fun of exploring some of the most beautiful and interesting homes in the East Bay, while supporting the League's continued efforts on behalf of children.

Crate & Barrel Holiday Shopping Night - the League and Crate & Barrel will unveil a unique holiday shopping event on December 3, 2006 from 6:30 - 8:30 p.m. Proceeds, including ticket sales and 15 percent of all purchases during this special evening of shopping, will support the charitable endeavors of JLOEB. Complimentary wine, hors d'oeuvres, and dessert will be served. The event is open to the general public. Tickets are \$25 per person pre-sale and \$30 at the door.

REACHING THE COMMUNITY

Super Stars Literacy Program will have a field trip to the Adventure Playground in the Berkeley Marina on November 11 from 10:15 a.m. until 1:30 p.m. 40-50 children are expected to attend, along with their parents. On November 30, the League will host a Math night at Hoover Elementary. The *Super Stars Literacy Program (SSLP)* is an award-winning program and the League's signature project. Through SSLP, designated students receive help with reading practice, homework assistance, and participate in social-enrichment activities.

Salvation Army and Junior League's Done in a Day (DIAD) Program will work together on December 2 to sign-up families in need of holiday food baskets. The Done in a Day Program enlists JLOEB volunteers to help outside agencies that cannot provide their own staffing. DIAD projects allow the League to assist a wide variety of community agencies. Last year as part of the partnership with the Salvation Army, League volunteers helped more than 500 families complete their applications for children's gifts and holiday food baskets, and also helped to provide entertainment and crafts for children who waited in line with their parents.

MEMBERSHIP EVENTS

The League's November General Meeting will feature guest speaker Kathleen Tabor, who served as the JLOEB president from 1993-1994. Kathleen's topic at the November meeting is "The Importance of Project Research, Development and Education." Kathleen, who currently serves as the Chair of the Family and Children's Trust in Contra Costa County, will address the Junior League's role in assessing community needs and how members within the League can create and deliver programs and projects to address those needs. Diane Stevenson, JLOEB president, noted: "We are fortunate to have Kathleen Tabor, who has had such a long and rich history with the League, share her community program development experiences with us."

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. Its purpose is exclusively educational and charitable.

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