

Parca Auxiliary

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VP – Membership

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Paige Meek
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FOR IMMEDIATE RELEASE:

PARCA AUXILIARY'S "CIRQUE DE MAI" SPRING LUNCHEON AND FASHION SHOW WAS A WHIMSICAL AND SUCCESSFUL AFFAIR TO REMEMBER

HILLSBOROUGH, CA, MAY 26, 2009 – On Wednesday, May 20, close to 400 Peninsula women stepped out in style to support the Parca Auxiliary's 21st Annual Spring Luncheon and Fashion Show. A huge success with donations totaling at least \$140,000, the luncheon raised funds for Parca Organization, a non-profit association serving people with developmental disabilities and their families in the Bay Area.

High fashion and fantastic fundraising was brought to Hillsborough with the "Cirque de Mai" event. The spectacular event was held at a beautiful private home in Hillsborough where guests socialized in the sunshine, bid on fabulous auction packages and were entertained by circus mimes. The highlight of the event was a sleek fashion show featuring guest designer Trina Turk who showcased her colorful and sophisticated fashions. Guests sat beneath an elegant white canopy at whimsically themed tables decorated with brightly colored linens and circus animal topiaries while enjoying a delicious lunch provided by St. Clair's Catering.

Paige Cattano, President of the Parca Auxiliary, welcomed guests and thanked everyone for attending the luncheon. "I am so proud of this amazing community of women who are committed to enriching the lives of Parca clients especially during these challenging economic times" said Cattano. She went on to honor Jane Jackson, one of the Auxiliary's founders, as Sustainer of the Year.

Diana Conti, Executive Director of Parca Organization, acknowledged that with budget cuts, times are tough. She thanked everyone for their on-going support and dedication to making a difference in the lives of Parca's developmentally disabled clients. "Because of your kindness, generosity and commitment, we can continue what we are doing at Parca," said Conti. She went on to introduce Jodi Murphy, the parent of a young man with Asperger Syndrome. Parca has helped Murphy's son make the transition into adulthood by working with him on social and independent living skills. Murphy said that "because of Parca, my son is ready to leave the nest and live independently. Parca saw out-of-the-box for my between-the-cracks kid."

The Masters of Ceremonies were Carolyn Johnson and Dan Noyes of ABC7 News. The dynamic pair encouraged guests to give generously during the Live Auction which raised over \$45,000. One excited bidder took home an adorable Cavalier King Charles Spaniel for \$4,000! The Silent Auction which included fabulous catered parties, golf outings, shopping extravaganzas, and pampering packages brought in \$31,000. One lucky lady was the winner of the raffle item: a \$5000 gift certificate generously donated by Steiner's Jewelry.

The "Fund-A-Need" appeal raised close to \$20,000 which will go to updating Raji House, a weekend out-of-home respite care program for children and teens with developmental disabilities ages 5-17. The funds will help make the home more safe and enjoyable for Parca's youngest clients. At Raji House, clients can participate in activities such as arts and crafts, music and movement, story time, outdoor games and field trips.

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The afternoon's grand finale was a high-style fashion show featuring contemporary designer Trina Turk. Turk's colorful and bold patterns captured the fashion-forward crowd's attention. Also featured were the latest trends of spring and summer fashion from the area's hottest boutiques including Malouf's, Les Deux Copines and J'me Boutique. Male and female models, styled by Didi's Salon, strutted down the elevated stage to a fusion of Brazilian and hip-hop music, while wearing cutting-edge fashions ranging from casual to chic.

Luncheon Co-Chairs Julie Lev and Paige Meek were delighted with the success of the event. "The stars were aligned for this year's luncheon, as the significant efforts of the Parca Auxiliary, the overwhelming generosity of our corporate sponsors and individual donors, special guest designer Trina Turk, and incredibly beautiful weather all converged to make this one of the most memorable luncheons in our 21 year history—all to benefit such an important cause," said Lev.

The funds raised at today's luncheon are a major component of Parca's annual fundraising efforts, and are critical to Parca Organization's ability to provide high-quality support and services to developmentally disabled adults and children. This year, Parca is facing an estimated 10% reduction in funding from the state. The funds raised from the event will help keep all Parca programs operating in the face of state budget cuts which will directly impact families and their well being. The Fund-A-Need donations will go toward a much needed safety and cosmetic overhaul of Raji House. Funds will also be placed in the Courtney Jones Memorial Endowment, a long-term financial safety net for the operations for the Parca Organization.

About Parca Organization

Parca Organization is a private, nonprofit association that serves people with developmental disabilities and their families in the Bay Area. Since its founding in 1952, Parca has been committed to providing opportunities for disabled people of all ages to help them experience choice, control and individuality in every area of their lives. In addition to skills training for adults, Parca offers respite care for children and teens; childcare and recreational programs for children; and support groups, information and referral services for families. Developmental disabilities include mental retardation, autism, cerebral palsy, epilepsy and other similar neurological disorders.

About Parca Auxiliary

Founded in 1985, the Parca Auxiliary is a small group of Peninsula-based women dedicated to raising money and awareness for Parca Organization. Parca is a private, nonprofit association that serves people with developmental disabilities and their families in the Bay Area. Every spring, the Auxiliary hosts a luncheon and fashion show that is the primary fundraiser for Parca Organization. The generous donations from the event's sponsors and guests help contribute to the success of Parca's clients throughout the year. Over the last 11 years, the Parca Auxiliary has raised over \$1 Million for Parca. Today, the Auxiliary consists of 66 Actives, 70 Sustainers and 14 Founding members.

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Photos courtesy of Katherine Emery Photography.