

FOR IMMEDIATE RELEASE

PARCA AUXILIARY'S "GATHERING ON THE GREEN" BOWLS OVER THE CROWD

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HILLSBOROUGH, CA MAY 31, 2010 – Close to 400 Peninsula-based women came out to celebrate the Parca Auxiliary's 22nd Annual Spring Luncheon and Fashion Show. Combining high fashion and fabulous food, the community rallied once again to raise close to \$185,000 for Parca Organization, a non-profit association serving people with developmental disabilities and their families in the Bay Area.

This year's event, with it's whimsical lawn-sports theme, brought the community together at a beautiful private estate in Hillsborough where the crowd socialized, bid on fabulous auction packages and was entertained by a sophisticated fashion show featuring the latest styles from Tory Burch and a men's collection from Wilkes Bashford.

Enthusiastic Giving

Despite the tough economic climate, attendees bid aggressively throughout the live auction and eagerly raised their paddles during "Fund-A-Need" to raise close to \$24,000. These much needed funds will go towards combating the harmful impact of budget cuts on vital support services.

The Joy Of Giving Back

Throughout an energetic and dynamic Live Auction, donors gave generously raising over \$35,000. One very happy bidder took home an adorable Goldendoodle puppy for over \$3,700. The Silent Auction brought in over \$23,000 and one lucky lady was the winner of the raffle item: a \$5,000 gift certificate generously donated by Steiners Jewelry!

Paige Meek, President of the Parca Auxiliary, welcomed guests and thanked everyone for attending the luncheon. "Because of your kindness, generosity and continued support, we are able to provide much needed funds to Parca Org. I am so proud to be a part of this great community." She went on to honor Jennifer Bressie as Sustainer of the Year.

Honoring Those Who Give

In addition, Meek had the opportunity to present The Johnson Family, including Mr and Mrs Charles B. Johnson, Sarah Redlich and Jenny Bolt, with the Parca Angel Award. The award is given to individuals or organizations in recognition of their outstanding contributions to the Parca Auxiliary.

The Johnson Family's support dates back 22 years when one of the Auxiliary's first events was an evening gala hosted in the very same home as this year's event. The family has a strong history of hosting the luncheon: in 2005, the "All That Sparkles" luncheon was held on the architecturally rich Carolands estate and in 2007 and the "Fashion for a Cause" luncheon was just one of numerous events at the home of Sarah Redlich.

Parca Auxiliary

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Diana Conti, Executive Director of Parca Organization, acknowledged the importance of the Auxiliary's work. She thanked everyone for their ongoing support and dedication to making a difference in the lives of Parca's clients. "Now, more than ever, we need the community's support. Because of your generosity, we hope to continue to provide services to those with developmental disabilities so that they may live as independently as possible. Parca is a lifeline for many of these families, giving them hope for a better future."

She went on to introduce Debbie Lesser whose son Benjamin has been a recipient of Independent Living Skills (ILS) from Parca. "The ILS skills that Ben has been learning are invaluable. The real life skills and the tools that he is learning are helping him live as independently as possible. It would be a tragedy for many families if these services were reduced due to budget cuts – our children need these services."

Luncheon Co-Chairs Kate Parsons and Taryn Sutton were delighted with the success of the event. "Raising funds to improve the lives of those with developmental disabilities is a purpose that drives and inspires us all. The funds raised today will make a real difference to Parca Org. Working on this project has been a real honor for the entire team."

Fabulous Fashions

The afternoon's grand finale was a high-style fashion show featuring contemporary American sportswear from Tory Burch and a medley of refined men's looks from Wilkes Bashford . Also featured throughout the morning was a mix of contemporary sportswear, athletic wear and childrens wear from some of the areas hottest boutiques including Hugo Boss, J'me, Les Deux Copins, LuLu Lemon and Baby Couture. Professional hair and makeup was provided by DiDi salon.

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 aspect of their lives. In addition to skills training for adults, Parca offers a range of residential programs, respite care for children and teens; childcare and recreational programs for children and support groups, information and referral services for families.

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. 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 12 years, the Parca Auxiliary has raised over \$1 million.

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