

CONTACT: Claudia Leung
510-318-8459 or
cleung@museumca.org

2014 WHITE ELEPHANT SALE RAISES UNPRECEDENTED \$1.88 MILLION

Sale Proceeds Benefit Oakland Museum of California

(OAKLAND, CA) March 14, 2014—The Bay Area's **biggest and best rummage sale** raised an unprecedented **\$1.88 million, setting a new record** at the **55th annual White Elephant Sale** held the first weekend in March 2014. Organized and presented by the **Oakland Museum Women's Board**, proceeds from the Sale benefit the **Oakland Museum of California (OMCA)**.

"Our 55th White Elephant Sale was a huge success," said **President of the Oakland Museum Women's Board Rose Jellison**. "We thank our generous donors and loyal shoppers for their support and credit our success—as we have for more than 50 years—to the hard work and dedication of our remarkable volunteers. Without the year-round efforts of so many of these tireless individuals, our White Elephant Sale and the funds it allows us to provide to the Oakland Museum of California would not be possible."

"The White Elephant Sale is the single largest fundraiser for the Museum," said **OMCA Director and CEO Lori Fogarty**. "We couldn't do everything we do without the generosity of the donors, the dedication of the volunteers, and the shoppers who leave the sale knowing that not only did they get a great bargain, but they helped support the Museum in the process. Over the last 55 years, the Women's Board, with proceeds from the White Elephant Sale, has supported everything from new OMCA acquisitions to special exhibitions, education to capital improvements, and we couldn't be more thrilled and humbled by the tremendous community effort that goes into such a fantastic event."

With the annual White Elephant Sale scheduled to **return to the Bay Area on March 7 & 8, 2015**, work on next year's event has already begun. Made possible by donations from the public, the White Elephant Sale accepts **donations of gently used, good quality items** year round. To donate, a van is available for free pick up by calling 510-839-5919. For more donor information—including a list of items that cannot be accepted—visit the website at WhiteElephantSale.org.

ABOUT THE OAKLAND MUSEUM WOMEN'S BOARD

The Oakland Museum Women's Board, a dedicated group of more than 100 year-round volunteers, has contributed over \$19 million to support Museum acquisitions, exhibitions, educational programs, and capital improvements and more since 1959. The White Elephant Sale is the primary fundraising event of the Oakland Museum Women's Board. Held annually during the first weekend in March, The White Elephant Sale attracts a corps of over 1,000 volunteers from around the Bay Area. For more information, including details of the 2015 Sale, visit WhiteElephantSale.org.

ABOUT THE OAKLAND MUSEUM OF CALIFORNIA

The Oakland Museum of California (OMCA) brings together collections of art, history, and natural science under one roof to tell the extraordinary stories of California and its people. OMCA's groundbreaking exhibits tell the many stories that comprise California with many voices, often drawing on first-person accounts by people who have shaped California's cultural heritage. Visitors are invited to actively participate in the Museum as they learn about the natural, artistic and social forces that affect the state and investigate their own role in both its history and its future. With more than 1.9 million objects, OMCA is a leading cultural institution of the Bay Area and a resource for the research and understanding of California's dynamic cultural and environmental heritage.

VISITOR INFORMATION

Museum admission is \$15 general; \$10 seniors and students with valid ID, \$6 youth ages 9 to 17, and free for Members and children 8 and under. OMCA offers onsite underground parking and is conveniently located one block from the Lake Merritt BART station, on the corner of 10th Street and Oak Street. The accessibility ramp is located at the new 1000 Oak Street main entrance.

* * *

For more information and visuals, please contact:

Claudia Leung: 510-318-8459 or cleung@museumca.org