



WHITE ELEPHANT
The Oakland Museum Women's Board

FOR IMMEDIATE RELEASE
12 December 2006

Information
Oona Johnson, publicity chair
510/430-0749
oonajohnson@aol.com

Attention, Shoppers! White Elephant Sale set for March 3-4, 2007

The legendary White Elephant Sale, benefiting the **Oakland Museum of California**, is set for Saturday, **March 3** (9–4) and Sunday, **March 4** (11– 4 p.m.). Thousands are expected at this blockbuster event, a destination point for savvy shoppers from the Bay Area and beyond. Admission is **free**.

The Sale is held at the **White Elephant Sale warehouse**, 333 Lancaster St., just off the 880 Freeway/Fruitvale exit, near the Oakland Estuary. Street parking is limited. Carpooling and BART are recommended. A free shuttle is available from the Fruitvale BART to the warehouse.

The annual **Preview Sale**, Sunday, **January 28**, 11–4, at the warehouse, separates the casual shopper from the true bargain-hunter. It's the first chance at the best of the merchandise and has become almost a competitive sport. Tickets (\$15) available at the door, in advance (\$12.50) at Oakland Museum of California or @ WES, P.O. Box 11605, Oakland, CA 94611. Children under 12 are admitted free when accompanied by an adult. No strollers, shopping carts or backpacks permitted.

The White Elephant Sale is the biggest and best rummage sale in Northern California. All sale items—art, books, clothing for men, women and children, shoes, jewelry, accessories, household goods, furniture, linens, sporting equipment, toys, luggage, sewing, and electrical items—are donated.

Sponsored by the **Oakland Museum Women's Board**, the Sale has raised more than \$12 million since 1955 in support of the Museum's acquisitions, exhibitions, education programs, and capital improvements. Since 2002 the Sale has netted more than \$1 million annually.

Donations (tax deductible) and pickups can be arranged by calling **510/839-5919**.