

## **WHITE ELEPHANT SALE A \$1.6 MILLION SUCCESS**

### **PROCEEDS FROM THE ANNUAL SALE BENEFIT THE OAKLAND MUSEUM OF CALIFORNIA**

#### **Donations Needed for 2012 Sale**

**(Oakland, CA) May 2, 2011**—The Bay Area’s legendary White Elephant Sale raised an unprecedented \$1.6 million at the 52<sup>nd</sup> annual sale held in March 2011. With all proceeds benefiting the Oakland Museum of California (OMCA), volunteers are already preparing for the Sale’s return on March 3 and 4, 2012. The 2012 preview sale is scheduled for January 29.

Organized and presented by the Oakland Museum Women’s Board, the White Elephant Sale provides an extensive offering of quality used items, including vintage clothing, fine jewelry, Asian collectibles, tools, furniture, sporting goods, and more. The annual event is made possible by donations from the public.

“This year we raised \$1.6 million and set a new record,” said Sheri Guthrie, marketing chair of the Oakland Museum Women’s Board. “We thank all our wonderful donors and shoppers for their support and gratefully acknowledge the more than 1,000 volunteers whose untiring efforts continue to make the White Elephant Sale a huge success.”

With work on the 2012 Sale already started, donations of gently used good quality items are needed. A van is available to pick up donations Tuesdays through Sundays and can be scheduled by calling 510-839-5919. For a list of acceptable items, visit [www.WhiteElephantSale.org](http://www.WhiteElephantSale.org) or call 510-536-6800.

Starting this fall, the public will be able to drop off donations at the warehouse site at 333 Lancaster Street in Oakland from 10 a.m. to 1 p.m. on the following Saturdays: September 24, October 22, November 19 and December 10. More dates will be available in January and February 2012 and will be posted to the web site.

## **ABOUT OAKLAND MUSEUM WOMEN'S BOARD**

The Oakland Museum Women's Board, a dedicated group of more than 100 year-round volunteers, has contributed over \$16 million to support OMCA acquisitions, exhibitions, educational programs, and capital improvements 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.

## **ABOUT THE OAKLAND MUSEUM OF CALIFORNIA**

On May 1, 2010, the Oakland Museum of California welcomed back the public with a dramatically different presentation of its renowned collections of California art and history. Created in 1969 as a "museum for the people," OMCA has revived its founding vision by introducing innovative exhibitions and programming, setting a new paradigm for the way a museum engages the public. OMCA's transformation is enhanced by the renovation and expansion of its iconic building. Renovation and reopening of the Gallery of California Natural Sciences is scheduled for 2012.

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.

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### **For more information and visuals, please contact:**

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