

**CONTACT:** Kelly A. Koski  
510-318-8453 or  
[communications@museumca.org](mailto:communications@museumca.org)

## WHITE ELEPHANT SALE RAISES \$1.8 MILLION

### *Sale Proceeds Benefit Oakland Museum of California*

**(OAKLAND, CA) March 13, 2012**—The Bay Area's biggest and best rummage sale raised an unprecedented **\$1.8 million** at its 53rd annual sale held in March 2012. Organized and presented by the Oakland Museum Women's Board, proceeds benefit the Oakland Museum of California (OMCA).

"Many things have changed since the first White Elephant Sale more than 50 years ago," said **Sheri Guthrie**, President of the Oakland Museum Women's Board. "The keys to our success though remain the same—generous donors, loyal shoppers and terrific, dedicated volunteers. We wish to gratefully acknowledge and thank everyone who helped make 2012 such a wonderful year for the White Elephant Sale, and we look forward to returning for the 54<sup>th</sup> time in March 2013."

"A huge thank you to the donors, shoppers, volunteers and particularly the Women's Board for making the White Elephant Sale another extraordinary success," said **Lori Fogarty**, Director and CEO of the Oakland Museum of California. "As always, proceeds from the White Elephant Sale benefit a wide range of Museum exhibitions, educational programs, and community activities, and we simply could not do the work we do for the public without the Women's Board and the Sale. Best of all, the Sale really reflects the spirit of the Museum itself—bringing together diverse communities, celebrating civic participation, and even fostering the spirit of conservation, since all the merchandise is recycled and re-used! We are honored to be associated with such an amazing volunteer fundraising effort."

With the annual Sale scheduled to return to the Bay Area on **March 2 and 3, 2013**, work on next year's event has already begun. Made possible by donations from the public, The White Elephant is currently accepting donations of gently used good quality items. 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 regrettably cannot be accepted—visit the website at [whiteelephantsale.org](http://whiteelephantsale.org). Public drop-off days for donations at the warehouse site will start in Fall 2012 and continue through February 2013. Watch the website for dates and times.

## **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 \$16 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.

## **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 1.8 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 \$12 general; \$9 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:**

Kelly A. Koski: 510-318-8453 or [communicationsi@museumca.org](mailto:communicationsi@museumca.org)