



CATEGORIES: media, public relations, promotion

OVERVIEW: HPDPR to provide marketing, promotion, and public relations for 350 guest charity event. Client and partner inclusion (event participation, auction items, gift bags and take-aways, online and print mentions) and model placement.

POSITION: Gala Committee

HPDPR Client Participants:

Anderson Lilley

Artisan Connect

Halo Blow Dry Bars

Kitchit

L'Artisan French Macaron

Palace Cafe Catering

Samba Glow

SkinSpirit Skincare Clinic & Spa



The Mercury News

Swanky event supports 49ers Academy in East Palo Alto

By Emily Nelson | Daily News Columnist

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Gaggles of girlfriends arrived in style at the swanky “Cocktails and Couture” charity event on the evening of Sept. 9 at a private estate in Hillsborough. The event benefits the students of the San Francisco 49ers Academy in East Palo Alto.

The crowded neighborhood street was filled with limos and luxury cars crowding in to get near the entrance, where guests posed with their friends on the red carpet before being escorted by one of the male volunteers to the backyard soirée.

More than 300 attendees perused the many luxury goods on display, ranging from jewelry to high-end skincare products, in the 90-plus degree late afternoon sun. A portion of every sale was donated to the 49ers Academy, whose mission is to provide top-notch opportunities and support for middle school students in a traditionally underserved area of Silicon Valley.

Ample craft cocktails, local wines, and a sampling of bites from popular Bay Area eateries were available throughout the evening. Makeovers, free giveaways, and elegant shopping gave the event a decidedly “girls night out” feeling.

As the sun began to set, guests made their way to their seats for the live auction and Wilkes Bashford fashion show. The emcee of the evening -- Lissa Kreisler, from KBAY-FM's Sam and Lissa show -- got the paddles flying high when she invited two male models dressed as firefighters on to the stage to promote the “Dinner at the Firehouse” auction item. Two such dinners were auctioned off, for just over \$4,000 each.

The culminating event of the evening -- the fashion show -- featured some familiar faces on the runway. The models included 49ers defensive back Eric Reid and former center Eric Heitmann, both of whom walked the runway with their wives and daughters. 49ers head coach Jim Tomsula's wife also modeled for the show.

After the show, Heitmann spoke about the importance of supporting the academy.

“The 49ers Foundation has been so important to me throughout my career when I was playing for the team,” Heitmann said. “To be able to give back to the community and support the 49ers Academy and be able to involve my family the way we did tonight was a real honor. And I got to strut my stuff on the runway!”

A handful of 49ers Academy teachers were on hand to show support for the event, as well as the school's executive director, Michele Sharkey, who spoke about the stark contrast in opportunities for her students compared to their peers who live just a few miles away.

“All around us the economy is booming, but that makes it even more challenging for our students and their families,” Sharkey said. “Our students are just as talented as their peers on the west side of the freeway, but the divide in opportunities is getting bigger and bigger.”



