

CATEGORIES: media, public relations, promotion

OVERVIEW: On-going promotion of fundraising event in role of event chair person



SEPTEMBER // 2016

# The CURRENT TALK

GOSSIP, IDEAS, AND GOINGS ON

## FOR THE KIDS

The San Francisco 49ers Academy's annual Cocktails & Couture Fashion Show Fundraiser will serve up an evening of great design for a great cause on September 22.

For two decades, the San Francisco 49ers Academy has been instrumental in bridging the opportunity gap for students in underserved communities. Defined by educational excellence, the 49ers Academy serves 6th, 7th, and 8th grade students from East Palo Alto. The school, located in East Palo Alto's most at-risk neighborhood, emphasizes self-discipline, respect, and individualized attention to help students master core subjects and prepare for high school. In turn, the students benefit from a small, nurturing, and personalized environment. One of the Academy's signature fundraising events is **Cocktails & Couture**—billed as a “girls’ night out” where women come together to celebrate while they sip, shop, and support the school.

Notes San Francisco 49ers Academy Executive Director Michele Sharkey, “It’s a wonderful evening that helps to raise awareness of the 49ers Academy, and it’s also a great way to bring in new friends.”

Twenty-five percent of all purchases made the night of the event will be donated to the 49ers Academy. Guests will enjoy epicurean delights and bites from local culinary partners, sip-sational cocktails, and luxurious wine tasting. The evening will culminate with a trend-setting fashion show by Wilkes Bashford featuring 49ers players’ and coaches’ significant others and local community celebrities. A ticket to the event includes access to shopping vendors, the fashion show, unlimited food and drinks, and a gift bag. [www.49ersacademy.org](http://www.49ersacademy.org)



San Francisco 49ers Alum Eric Heitmann with his wife Emily (left) and San Francisco 49ers Academy Executive Director Michele Sharkey. The Heitmanns are dedicated supporters of the Academy and its fundraisers.



# COCKTAILS & Couture

## SHOP • SIP • SUPPORT

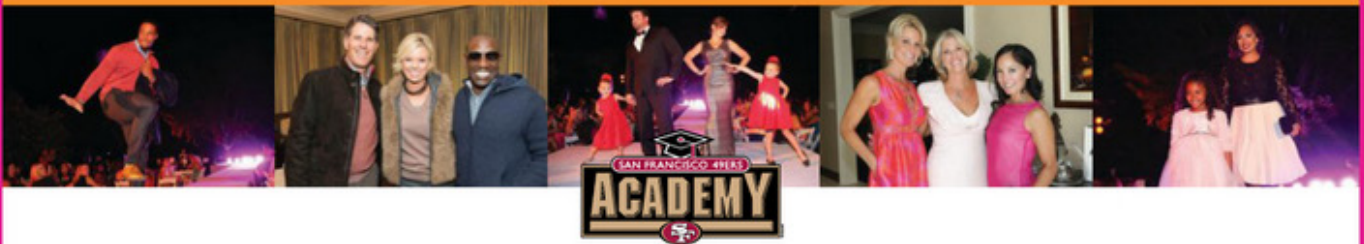
Thursday, September 22nd

5pm-8:30pm, Private Estate, Hillsborough

Individual Tickets: \$200 • Girlfriend Package: \$700

Benefiting the San Francisco 49ers Academy

Shopping • Cocktails & Wine • Savory Bites  
Raffle • Live & Silent Auction • Wilkes Bashford Fashion Show



The San Francisco 49ers Academy's signature "Girls' Night Out" event features fabulous shopping with a unique selection of curated fashion vendors. 25% of all purchases made the night of the event will be donated to the 49ers Academy! A ticket to the event includes access to shopping vendors, the Wilkes Bashford fashion show, unlimited food & drinks and a gift bag. Join us for an unforgettable evening of friends, fashion, and FUNdraising -- Celebrating the San Francisco 49ers Academy's 20th Anniversary!

### FASHION PARTNERS



### CULINARY & BEVERAGE PARTNERS



### EVENT SPONSORS & PARTNERS



Purchase your tickets at: [49ersacademy.org/couture](http://49ersacademy.org/couture) • Follow us on Facebook at "A Cocktails & Couture Event"