



**FOR IMMEDIATE RELEASE**

**Contact:** Debra Gunn Downing  
714-435-2115

**Angelitos Card Fundraiser**  
**Benefiting Big Brothers Big Sisters of Orange County**

***October 13<sup>th</sup> Launch Party Open to the Public***

**WHAT:** South Coast Plaza is celebrating the 9<sup>th</sup> Annual Angelitos Card program with a launch party on Wednesday, October 13, 2010. The evening of cocktails, fashion and shopping is open to the public and will take place in Jewel Court. Attendees who purchase Angelitos Cards that day will enjoy 20% savings at participating stores all day and the participating stores will donate 10% of all purchases to Angelitos de Oro.

The Angelitos Card program is an annual benefit event organized by Angelitos de Oro, a volunteer women's auxiliary that supports Big Brothers Big Sisters of Orange County. During the program dates of October 14-20, over 115 South Coast Plaza retailers and restaurants will offer 20% savings to purchasers of the Angelitos Card. A partial listing of participating retailers include: **Baccarat, Bottega Veneta, Chloé, Fendi, Giorgio Armani, Gucci, Intermix, J.Crew, Jimmy Choo, Marni, MaxMara, Ralph Lauren, Salvatore Ferragamo** and **Tory Burch**. A partial listing of participating restaurants include: **AnQi by Crustacean, Antonello Ristorante, and Charlie Palmer at Bloomingdale's**, just to name a few.

**Here's how the Angelitos Card works:**

- Purchase the Angelitos Card for \$60. The entire amount goes to Big Brothers Big Sisters of Orange County and is 100% tax deductible.
- Over 115 boutiques and restaurants will offer a 20% savings to Cardholders October 14-20, 2010. One full week! Some exclusions apply.
- The Card may be used as many times as you like during the Angelitos Card week.
- To purchase an Angelitos Card, visit [angelitosdeoro.org](http://angelitosdeoro.org) or telephone (949) 642-9883

**WHEN:** **Launch Party: October 13, 2010 from 6 - 9pm**  
**Angelitos Card Program: October 14 – 20, 2010**

**WHERE:** South Coast Plaza  
3333 Bristol Street, Costa Mesa, CA 92626  
**RSVP to the Launch Party at (714) 435-2077**

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## **Angelitos Card Fundraiser – 2 – 2 – 2**

### **About Angelitos de Oro and Big Brothers Big Sisters of Orange County**

Angelitos de Oro is a volunteer women's auxiliary, which supports Big Brothers Big Sisters of Orange County. Since its inception in 1961, Angelitos de Oro has donated more than \$4,000,000 to this non-profit agency as a result of fundraising efforts.

Big Brothers Big Sisters of Orange County matches adult and high school volunteers to boys and girls who are in need of a mentor and role model. These matches help children strengthen self-esteem, improve academic success, and make the difficult transition into adulthood.

Additional one-on-one programs are offered, as well as group activities. Currently the agency aids more than 1500 children per year. The goal is to provide funds for additional matches by the end of 2010 for Big Brothers Big Sisters, the oldest and largest youth mentoring organization in the United States. The purchase of an Angelitos Card can help make a child's wish to have a Big Brother or Big Sister come true.

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