

NEWS RELEASE
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Media contact:

Michelle Augenstein, Interim Executive Director
Wardrobe for Opportunity
(510) 463-4100 ext. 10
maugenstein@wardrobe.org
<http://www.wardrobe.org>



WARDROBE FOR OPPORTUNITY LUNCHEON A SUCCESS
'Live Ask' section alone nets \$30,000

OAKLAND, Calif., June 20, 2007 – [Wardrobe for Opportunity](http://www.wardrobe.org), the nonprofit organization that provides business clothing and career support to low-income Bay Area jobseekers, announced a fundraising record for the organization's Spring to Success luncheon held recently in San Ramon.

The luncheon serves as the biggest fundraiser of the year for Wardrobe for Opportunity. Each year the organization depends on this event to raise the necessary funds to support their efforts.

New to the event this year was the Live Ask, a dynamic, auction-style segment where a moderator "asks" the audience for contributions. The moderator, Sally Trautwein, a Wardrobe for Opportunity board member and volunteer, asked the attendees for money that specifically corresponded with an article of clothing for a job seeker, for instance a pair of shoes costs \$20. Audience members were given paddles with images of the different articles of clothing indicating their willingness to donate.

"In terms of the program and raising money, this year's luncheon was considered to be the best yet by many who were there," said Jacqueline Brown, Board President, "We are so grateful to all of the women and men who attended the luncheon and gave donations to assist us in our continued support of low income job seekers."

Wardrobe for Opportunity serves the Bay Area, with dressing locations in downtown Oakland and Pleasant Hill. Wardrobe for Opportunity has grown significantly since its founding. In 2006, they served 1,712 women and men, and in total have served nearly 13,500 low-income jobseekers since 1995.

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About Wardrobe for Opportunity

Wardrobe for Opportunity is a volunteer-based, nonprofit organization that provides professional clothing and career support to low-income jobseekers in the Bay Area. Our services provide jobseekers with the self-confidence, self-esteem, and skills to find employment and advance their careers. Working in partnership with over 100 community agencies, hundreds of clothing donors and 200 active volunteers, we are helping individuals build fulfilling and self-sufficient lives with unlimited possibilities for themselves and their families. WFO is part of [The Women's Alliance](#), a national organization of independent community-based members who provide professional attire, career skills training and related services to low-income women seeking employment. To learn more about Wardrobe for Opportunity please visit www.wardrobe.org or call (510) 463-4100.

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