

FOR IMMEDIATE RELEASE

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FASHION MEETS PHILANTHROPY AT **PURSEUASION**

VO's 4th annual designer bag auction and luncheon
benefits education and community programs

Vancouver, BC ~ Vancouver fashionistas will once again battle for gorgeous handbags from the likes of Chanel, Versace and Prada at Vancouver Opera's 2011 **PURSEuasion Designer Bag Auction + Luncheon**. The annual event, which raises funds for VO's acclaimed education and community programs, will be held on **Thursday, June 2nd, 2011** at the historic Vancouver Club.

This year's event will also include bags from **Balenciaga, Ports 1961, Blumarine, Stuart Weitzman, Burberry, Salvatore Ferragamo** and a special offering from **Tiffany** that will not be available in Canada until later this year. Previously loved bags from **Gucci, YSL** and **Salvatore Ferragamo** will also be on the block, along with one of a kind creations from local designers **Sienna Ray & Co., Erin Templeton** and **John Fluevog**. The bidding action will be led by **Rob Heffel** of Heffel Fine Art Auction House.

An exclusive selection of wines from Mission Hill will be enjoyed, and CTV News at 11:30 anchor **Keri Adams** will MC the event. "PURSEuasion is a fun and fabulous event that has all the ingredients for a great afternoon," says Sherani Volberg, event co-chair. "Beautifully attired ladies, a fashion show, a delicious lunch and a very lively auction. It's a wonderful way to support VO's extensive outreach and education programs."

PURSEuasion 2011 takes place on **Thursday, June 2nd, 2011 at The Vancouver Club, 915 West Hastings Street**. Champagne will be served at 11:30am and the auction will run from 12:00pm – 2:00pm.

Tickets for this exclusive event are \$250. A tax receipt for \$125 per person is available. For tickets and further information, please contact Colette Lynch at 604-682-2871 ext.4850 or cpearcey@vancouveropera.ca

Vancouver Opera's education and community programs bring the beauty and fun of opera to thousands of people each year. Now entering its 40th year, Vancouver Opera In Schools is the largest touring program of its kind in Canada and has enthralled more than 1.5 million elementary school children and their families in communities throughout BC and beyond. Vancouver Opera has also created and developed an ongoing series of programs that engage Vancouver's diverse communities in explorations of meaningful issues and themes that arise from each season's operas.