



Angelitos de Oro/Big Brothers Big Sisters Media Contact

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Angelitos de Oro to Celebrate 15th Anniversary of Card Week at South Coast Plaza Oct 6-12, Benefitting Big Brothers Big Sisters

Dates and new stores announced for the 2016 fashion fundraiser, which supports the nonprofit's youth mentorship programs

COSTA MESA, Calif. – Aug. 8, 2016 – [Angelitos de Oro](#), a volunteer auxiliary group based in Santa Ana, is partnering again with South Coast Plaza for the 15th anniversary of **Angelitos Card Week** benefitting **Big Brothers Big Sisters of Orange County and the Inland Empire**. Taking place this year from Oct. 6-12, the weeklong fashion fundraiser offers cardholders 20 percent savings at more than 100 participating **[South Coast Plaza](#)** boutiques and restaurants.

Cards will go on sale for \$60 beginning Aug. 15 at [angelitosdeoro.org](#). Joining longtime participants such as Bottega Veneta, Escada, Oscar de la Renta and Saint Laurent, **new retailers and restaurants participating in 2016** include Christian Louboutin, ivivva atletica, LIULI Crystal Art, Maje, Sam Edelman, Sandro, The Webster, Z Gallerie, Corner Bakery Cafe and Starbucks Coffee.

All proceeds from card sales will be donated to [Big Brothers Big Sisters](#). Celebrating 55 years of commitment to the nonprofit in 2016, Angelitos de Oro has contributed nearly \$6 million to-date for the organization's life-changing youth mentoring programs.

"The support that Angelitos de Oro provides Big Brothers Big Sisters of Orange County and the Inland Empire is truly exceptional," says Melissa Beck, CEO of Big Brothers Big Sisters of Orange County and the Inland Empire. "Partnerships such as this one make it possible for us to provide more than 3,000 children annually with one-to-one mentoring relationships. We are looking forward to a successful 2016 card week and thank the women of Angelitos de Oro for their continued dedication to changing the lives of youth in our community."

Purchase of the card also includes an invitation to the **Preview Day** Champagne reception and luncheon, which takes place Oct. 5 at 11 a.m. in South Coast Plaza's Jewel Court. During the reception, a fashion presentation led by **Debra Gunn Downing**, executive director of marketing at South Coast Plaza, will feature styles from participating Preview Day stores including Bottega Veneta, Burberry, Coach, Escada, Intermix, Oscar de la Renta, REDValentino and St. John. Following the reception, present your Angelitos Card to shop and save 20 percent one day early at Preview Day boutiques; 10 percent of proceeds from all sales at those stores on Preview Day will be donated to Big Brothers Big Sisters.

In recent years, the group has placed a specific focus on funding the nonprofit's High School Bigs program, in which teen volunteers are matched one-to-one with children at local elementary schools for facilitated

peer mentoring sessions. In honor of the auxiliary's 15th anniversary of Angelitos Card Week, Big Brothers Big Sisters rechristened its annual High School Bigs of the Year recognition the "Angelitos Award" earlier this year.

To purchase an Angelitos Card, visit angelitosdeoro.org. Beginning the last week in September, the card will also be available for purchase at all South Coast Plaza concierge locations. A full list of participating stores can be found on the Angelitos de Oro [website](#).

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About Angelitos de Oro

Angelitos de Oro is an auxiliary of Big Brothers Big Sisters of Orange County, raising funds to support the organization's mentoring programs. Since its inception in 1961, the group has raised more than \$6 million for Big Brothers Big Sisters, allowing thousands of children facing adversity to be matched with mentors. Angelitos Card Week, the auxiliary's annual fashion fundraiser at South Coast Plaza, is celebrating its 15th anniversary in 2016. For more information, visit angelitosdeoro.org.

About Big Brothers Big Sisters of Orange County and the Inland Empire

Big Brothers Big Sisters believes that with the support of a caring mentor, every child has the ability to achieve his or her full potential. It is the nation's largest donor- and volunteer-supported mentoring organization, serving a quarter-million children annually. Based in Santa Ana, Calif., the Orange County agency was incorporated in 1958 and works as a local extension of the national effort to make professionally supported, one-to-one matches between mentors ("Bigs") and children ("Littles") facing adversity. Together with the Inland Empire agency, which opened its doors in 2013, the local organization served more than 3,000 children in 2015 through programs that improve the odds of youth performing better in school and avoiding violence and illegal activities. For more information, visit ocbigs.org.

About South Coast Plaza

Renowned as a major global shopping destination, South Coast Plaza is home to more than 250 prominent boutiques, critically-acclaimed restaurants and the adjacent celebrated Segerstrom Center for the Arts. Its unparalleled collection of diverse retailers, from Bottega Veneta, Cartier and Harry Winston to Hermès, Gucci, Roger Vivier, Dolce & Gabbana, COACH, UNIQLO and more – along with its customized concierge services, makes it Southern California's premier shopping experience. South Coast Plaza is located in Orange County, California, in the city of Costa Mesa. Information: southcoastplaza.com or 800.782.8888.