

Daily Pilot

The Crowd: South Coast Plaza teams with Angelitos de Oro



B.W. Cook

For the past 15 years South Coast Plaza has opened its formidable doors to assist Angelitos de Oro, a support and funding group for Big Brothers Big Sisters of Orange County and the Inland Empire.

Some 100 stores at the upscale shopping plaza participate in a weeklong special promotion throughout the month of October, providing a 20% discount on merchandise to shoppers who purchase a \$60 Angelitos card. Proceeds from the

sale of the card, handled by Angelitos volunteers with assistance from South Coast Plaza personnel, all go to Big Brothers Big Sisters mentoring programs.

In the beginning of October, South Coast Plaza held a preview day for the Angelitos program in Jewel Court. Hundreds of donors turned out for a buffet luncheon reception and a fashion show presentation produced and narrated by **Debra Gunn Downing**, executive director of marketing at South Coast Plaza. Designers that participated include Oscar de la Renta, REDValentino, St. John, Escada, Coach, Burberry, Intermix and Bottega Veneta.

Funds raised from this major annual drive provide assistance to some 3,000 children each year with one-on-one mentoring relationships supervised by Big Brothers Big Sisters.

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