



**Angelitos de Oro/Big Brothers Big Sisters Media Contact**

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**Angelitos de Oro Shopping Fundraiser Raises More Than  
\$325,000 for Big Brothers Big Sisters**  
*The annual Angelitos Card Week at South Coast Plaza  
supports one-to-one youth mentoring.*

**COSTA MESA, Calif. – Nov. 14, 2016** – Volunteer auxiliary group [Angelitos de Oro](#) raised more than \$325,000 as a result of the 15<sup>th</sup> anniversary of its Angelitos Card Week in support of [Big Brothers Big Sisters of Orange County and the Inland Empire](#). Presented in partnership with [South Coast Plaza](#), the weeklong shopping fundraiser offered cardholders 20 percent savings at more than 100 participating boutiques and retailers from Oct. 6-12. To-date, the auxiliary has contributed nearly \$6 million to the youth mentoring nonprofit.

“Angelitos de Oro has made significant contributions to our agency over the last 55 years and 2016 is no exception,” says **Melissa Beck**, CEO of Big Brothers Big Sisters. “We are incredibly grateful for the time and dedication that went into making this Angelitos Card Week an enormous success. Our agency provides more than 3,000 children annually with mentoring relationships, and support through fundraisers like this one allows us to continue expanding our program to change the lives of even more local youth.”

On Oct. 5, a Preview Day Champagne reception, chaired by Natalie Pickup and Georgina Jacobson, served as a kickoff to the week of shopping. Held in South Coast Plaza’s Jewel Court and attended by more than 200 cardholders, the event included a light lunch catered by Quattro Caffé. **Debra Gunn Downing**, executive director of marketing at South Coast Plaza, welcomed attendees and introduced Beck and Angelitos de Oro President **Sherry Bilbeisi**.

A highlight of the afternoon was a fashion trend presentation led by Downing that featured Preview Day stores including Bottega Veneta, Burberry, Coach, Escada, Intermix, Oscar de la Renta, REDValentino and St. John. Each boutique showcased seasonal looks and invited attendees to use their Angelitos Cards following the luncheon to receive 20 percent savings one day early.

Funds raised from the sale of cards, Golden Angel sponsorships and 10 percent of Oct. 5 proceeds donated by Preview Day boutiques will support the nonprofit’s programs that match an adult or qualified teen volunteer with a youth facing adversity. Big Brothers Big Sisters serves more than 3,000 children annually with three mentoring models to achieve impactful results, including a 99 percent graduation rate, 89 percent college enrollment and improved attitudes regarding success after high school.

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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](http://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 serves 3,000 children annually through programs that improve the odds of youth performing better in school and avoiding violence and illegal activities. For more information, visit [ocbigs.org](http://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](http://southcoastplaza.com) or 800.782.8888.