



**2017 Angelitos de Oro Shopping Fundraiser Raises  
\$350,000 for Big Brothers Big Sisters**  
*Annual Angelitos Card Week at South Coast Plaza supports  
the nonprofit's one-to-one youth mentoring programs*

**COSTA MESA, Calif. (Oct. 26, 2017)** – Volunteer auxiliary group [Angelitos de Oro](#) raised approximately \$350,000 as a result of 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. 4-10. To-date, the auxiliary has contributed more than \$6 million to the youth mentoring nonprofit.

“Angelitos de Oro is an incredible partner and their ongoing support makes it possible for us to continue serving more children year after year,” says Melissa Beck, CEO of Big Brothers Big Sisters. “Thanks to events like Angelitos Card Week, we are opening nine new High School Bigs sites this academic year to match teen volunteers with nearly 200 elementary school students in need of a peer mentor.”

On Oct. 3, a Preview Day reception, chaired by Merrilee Harris and Catherine Sloan, served as a kickoff to the week of shopping. Held in South Coast Plaza’s Jewel Court and attended by more than 300 cardholders, the event included heartfelt remarks from Beck, Angelitos de Oro President Sherry Bilbeisi and Debra Gunn Downing, executive director of marketing at South Coast Plaza.

A highlight of the afternoon was a fashion trend presentation featuring Preview Day stores including Bottega Veneta, Diane von Furstenberg, Escada, Intermix, kate spade new york, M Missoni, Oscar de la Renta, REDValentino and Stuart Weitzman. Each boutique showcased seasonal looks and invited attendees to use their Angelitos Cards to receive 20 percent savings one day early. The 2017 Angelitos Card Week was co-chaired by Natalie Pickup and Georgina Jacobson.

Funds raised from the sale of cards, donors, Golden Angel sponsorships and 10 percent of Oct. 3 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 3,300 children annually with three mentoring models to achieve impactful results, including a 100 percent graduation rate, 96 percent college enrollment and improved attitudes regarding success after high school.

**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 shopping fundraiser at South Coast Plaza, is celebrating its 16th anniversary in 2017. 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 annually serves more than 3,300 children 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) or follow Big Brothers Big Sisters on [Facebook](#), [Twitter](#) and [Instagram](#).

**About South Coast Plaza**

Renowned as a leading international 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. It is the West Coast's premier shopping experience, with its proximity to beaches and John Wayne Airport, customized concierge services, and unparalleled collection of diverse retailers — from Gucci, Hermès, Cartier and Harry Winston to Roger Vivier, Dolce&Gabbana, The Webster, Dior, Dior Homme and more. Now celebrating its 50th year, 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.

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