



Wednesday October 26, 2011

Taste of the Bay 2011

15th Annual Student Fundraiser

Hospitality and Tourism Management Department

San Francisco Belle Pier 3

San Francisco State University

1600 Holloway Avenue

San Francisco, CA 94132

FOR IMMEDIATE RELEASE

September 22, 2011

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HOW MUCH IS LUNCH WORTH WITH WILLIE L. BROWN JR. AND FRIENDS?

The Students of San Francisco State's Hospitality and Tourism Department Hope to Find Out During their Fundraiser, "Taste of the Bay"

San Francisco-Former San Francisco Mayor Willie L. Brown Jr., and his regular Le Central lunch partners: haberdasher Wilkes Bashford and philanthropist Harry De Wildt have agreed to have a power lunch to benefit San Francisco State University's Hospitality and Tourism Department. Kelly Armstrong, an Advisory Board member since 2002 with SFSU's Hospitality Management and Tourism Department, persuaded the three friends to allow a luncheon with them to be auctioned off to raise money during the university's 15th Annual Fundraiser "Taste of the Bay" October 26, 2011. Le Central's owner; Paul Tanphanich agreed to donate the lunch.

"This is such a great opportunity for students like myself to interact with political and community powerbrokers like Mayor Brown, Wilkes Bashford and Harry De Wildt," said Helen de Bos, Event Chair. "We hope people will come out and support the "Taste of the Bay" and get a bidding war started all for the sake of program needs and scholarships for our students."

SFSU Hospitality and Tourism students will host the "Taste of the Bay 2011" October 26, 2011, from 6:30p.m. to 9:30 p.m. on the beautiful San Francisco Belle at Pier 3, which will feature chefs from renowned Bay Area restaurants. In addition to the fine cuisine, guests will also have the opportunity to sample a selection of local California-grown wines. The event has grown tremendously; last year more than \$139,000 was raised.

"Taste of the Bay" provides funds for lecturers, student scholarships, professional development opportunities and other program needs. There are other ways the community can support the event. Sponsorship levels are \$50,000 for Presenting Sponsor, \$25,000 for Platinum Sponsor, \$10,000 for Gold Sponsor, \$5,000 for Silver Sponsor, and \$2,500 for Bronze Sponsor. In-kind donations and other auction items for the event's live and silent auctions are also being accepted.



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The public is welcome to attend "Taste of the Bay." For more information contact student Event Chair, Helen De Bos at 415 350.4226 or student Public Relations Manager, Kathleen Downing at 408.472.0490. Visit www.tasteofthebaysf.com for additional information.