



SAN FRANCISCO  
OPERA GUILD  
GIVING VOICE TO POTENTIAL

## **SAN FRANCISCO OPERA GUILD ANNOUNCES PARTNERSHIP WITH SAKS FIFTH AVENUE**

### **Month-long Promotion Beginning February 1 Benefits Opera Guild Education And Outreach Programs**

SAN FRANCISCO, January 30, 2012 — San Francisco Opera Guild announced today that it will partner with Saks Fifth Avenue San Francisco for a special month-long promotion.

The promotion will be launched on Wednesday, February 1 with an exclusive event at the San Francisco Union Square store, “**A Night of Shoe-Lovers**”, that will showcase the Spring 2012 shoe wardrobe. Guests will have the opportunity to marvel at the shoe collections and try their luck at winning a Spring shoe wardrobe while they enjoy light refreshments and delectable bites. Five per cent of Saks Card purchases from the event will benefit San Francisco Opera Guild.

In addition, Saks Fifth Avenue will donate five percent of all registered purchases made with a Saks Fifth Avenue credit card from February 1 to 29, 2012 to San Francisco Opera Guild. Customers may designate San Francisco Opera Guild as their chosen charity at time of purchase. Registration is one simple step at point of sale linking the customer account with San Francisco Opera Guild.

Proceeds from this promotion will benefit the education and outreach programs of San Francisco Opera Guild that reach over 55,000 students in over 250 schools annually.

“We are delighted to have this opportunity to partner with Saks Fifth Avenue” said Ann Girard, president of San Francisco Opera Guild. “Saks is an important contributor to the cultural life in the San Francisco Bay Area and we are thrilled to have our education programs benefit from this exciting collaboration.”

Steve Sadove, Chairman and CEO, Saks Incorporated, said: “Saks Fifth Avenue is committed to our local communities. We appreciate our customers’ charitable involvement and look forward to giving back locally with this exciting and newly implemented national program.”

To R.S.V.P. for the February 1 “A Night of Shoe-Lovers”, event, contact Megan McDonald at 415-565-6433 or [mmcdonald@sfoopera.com](mailto:mmcdonald@sfoopera.com). Space is limited and R.S.V.P. is required.

For further information about the event or San Francisco Opera Guild, contact Susan Malott/San Francisco Opera Guild at 415-565-3291 or [smalott@sfoopera.com](mailto:smalott@sfoopera.com).

**About San Francisco Opera Guild**

Founded in 1939 to support arts education and San Francisco Opera, San Francisco Opera Guild has acted on its belief that the life lessons drawn from creative expression are the foundation of confidence and integrity. Celebrating 70 years of offering award winning K-12 education programs and engaging community outreach programs, its mission is to give voice to potential, extending the impact of opera and bringing it center stage into the life of the community. Each year, through San Francisco Opera Guild's fundraising and education fund, more than 55,000 students in 250 schools throughout Northern California discover the power of arts education to help them find their voice.

**About Saks Fifth Avenue**

Saks Fifth Avenue, one of the world's preeminent specialty retailers, is renowned for its superlative American and international designer collections, its expertly edited assortment of handbags, shoes, jewellery, cosmetics and gifts, and the first-rate fashion expertise and exemplary client service of its Associates. Today, Saks operates 46 full-line stores in 22 states, 2 licensed stores in the Middle East and 2 licensed stores in Mexico City, 61 Saks Fifth Avenue OFF 5TH stores and saks.com, the company's online store.