

**FOR IMMEDIATE RELEASE**

**DESERT CHARITY BACHELOR AUCTION**  
**Twelve Bachelors Set to Raise \$100,000**  
**Against Domestic Violence**

**Desert Cities, CA, January 23, 2012.** The 4<sup>th</sup> annual Desert Charity Bachelor Auction will kick off Fashion Week El Paseo on March 17<sup>th</sup>, 2012 with the goal of raising \$100,000 to benefit **SHELTER FROM THE STORM**. Last year, the auction raised \$65,000 for the cause. Over 350 women and men are expected to attend the vibrant event under the big white fashion tent on El Paseo to bid on the Coachella Valley's most eligible bachelors. The exciting evening brings out the Desert's most prominent social crowd to enjoy a wonderfully fun night for a very good cause.

Starting time to meet and greet the Bachelors is at 6:30 p.m. in the 'Man-Tini' tent where guests will be invited to enjoy complimentary cocktails from Crater Lake Vodka and Lange Twins Winery as well as indulge in delectable hors d'oeuvres from Pacifica and Cliff House restaurants.

The live auction will be hosted by KPSP Local 2's dynamic duo - weather anchor Patrick Evans and morning reporter Todd Piro. Auctioneer Stuart Green will ensure the crowd is lively and enthusiastic with his quips and entertainment.

"Not only will each Bachelor offer an outstanding package of goodies, such as dinner at the Desert's finest restaurants, cosmetic enhancements, diamond jewelry and golf packages, but some gal may just meet the man of her dreams," says Diana Marlo, Event Chair. "Last year, Vince Barbato's package to New York's Plaza Hotel with all amenities and airfare was so successful it was sold twice and raised over \$12,000 and the 2009 auction resulted in a marriage!"

Tickets for this year's Desert Charity Bachelor Auction are available online NOW on the Fashion Week El Paseo website [www.FashionWeekElPaseo.com](http://www.FashionWeekElPaseo.com) VIP reserved seating tickets are only \$65 includes a Man-Tini Cocktail Reception with complimentary appetizers, wines and martini's while you meet the Bachelors. \$50 for General admission which is on a first come, first serve basis.

**SHELTER FROM THE STORM** provides comprehensive services to victims of domestic violence – professionally, ethically and compassionately in the Coachella Valley. Shelter from the Storm is the Coachella Valley's only shelter-based provider of emergency and adjunctive services to victims of domestic violence. They are one of the nation's largest and most comprehensive providers of programs dedicated to abused women and children. All auction proceeds support Shelter from the Storm [www.ShelterfromtheStorm.com](http://www.ShelterfromtheStorm.com)

**For more information please contact:**

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