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**For Immediate Release**

## **LOUISIANA CHILDREN'S MUSEUM HOSTS ITS 13<sup>TH</sup> ANNUAL BENEFIT AUCTION GALA, *CHAIRISH THE CHILDREN***

**CHAIRish's theme this year is Eighties Retro Glam as we turn back the clock and celebrate 25 amazing years of the Louisiana Children's Museum.**

*New Orleans, LA July 15, 2011* – More than 500 patrons and guests are expected to attend the Louisiana Children's Museum's upcoming benefit gala, presented by Capital One Bank, on **August 27, 2011. The patron party begins at 7:00 p.m. and the event is from 8:00 p.m. – 11:00 p.m.**

### ***Patron Party***

During the patron party, sponsored by Schlumberger, guests can bid early on their favorite silent auction items. Patron tickets start at \$150.

### ***Original, Artist-inspired Chairs***

The highlight of the *CHAIRish* event, beginning at 8:00 p.m., is the collection of whimsical, one-of-a-kind chairs designed by local school children and artists that are available for purchase through silent and live auction boards.

Jewelry, photography, original artwork, furniture, party packages, dinners, trips and more are available on auction boards as well. Winning bidders can take home items donated by local institutions including Mignon Faget, the Louisiana Philharmonic Orchestra, and Rock 'n' Bowl, as well as autographed items from the Saints, Hornets, and even a chair from the set of the *Imagination Movers'* popular television show signed by the whole cast! Look also for sporting events, dining, and cultural packages, as well as hotel accommodations and travel opportunities.

### ***Lee Michaels Shopping Spree Raffle***

In addition to bidding on the many auction items, guests can purchase a raffle ticket for \$5 or spend \$20 for four raffle tickets and receive a blinking champagne glass for chances to win a \$1,500 Lee Michaels shopping spree.

Louisiana Children's Museum  
420 Julia St., New Orleans LA, 70130 504-523-1357

### ***Arnaud's, Mr. B's, and more***

A DJ will be on hand to play classic hits from the Eighties as partygoers cut a rug to the tunes from back in the day.

Food and spirits are donated by favorite local restaurants and caterers including Acme Oyster House, Arnaud's, Cool Brew Coffee, Coquette, Creole Creamery, Eleven 79, Hilton New Orleans Riverside, Louisiana Sisters, Mr. B's, New Orleans Ice Cream Company and Southern Candy Makers. Refreshments are generously donated by Republic National Distributing Company.

### ***Event Tickets***

Patron party tickets are \$150 each. Individual tickets to *CHAIRish the Children* are available for \$50 for Museum members and \$75 for non-members.

This year's *CHAIRish the Children* event is chaired by Celeste Eustis and Amy Farnsworth and sponsored by Capital One Bank; Schlumberger; the J. Edgar Monroe Foundation; Chevron; Dardis Couvillon and Associates; Deutsch, Kerrigan & Stiles; Harrah's Casino New Orleans; the Toler Foundation; Woodward Design + Build; Whitney Bank and Lee Michael's Fine Jewelry. WWL TV, Magic 101.9 and St. Charles Avenue Magazine are this year's generous media sponsors. All event proceeds benefit the educational programming and exhibits at the Louisiana Children's Museum, where families connect through play.

For more information, to become a sponsor, or to purchase tickets, please visit [www.lcm.org](http://www.lcm.org) or call 504-266-2415.

Since 1986, the Louisiana Children's Museum has engaged children and families in memorable, interactive experiences that make growing and learning fun. It also goes beyond its walls to deliver creative, educational resources that impact the greater New Orleans community. The Museum is located at 420 Julia Street in New Orleans' warehouse district between Magazine and Tchoupitoulas Streets. Summer hours run through August 31: 9:30 a.m. to 5:00 p.m. Monday through Saturday and noon to 5:00 p.m. on Sundays. General admission is \$8.00 for adults and children one year of age and older. Museum members are admitted free. Visit [www.lcm.org](http://www.lcm.org) to learn more about the Louisiana Children's Museum or call 504-523-1357.

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