



United Way of Thurston County will launch mobile bidding at Women's Leadership Council's 5th Annual Power of the Purse

April 30, 2014 – Olympia, Wash. – United Way of Thurston County is excited to launch mobile bidding at the Women's Leadership Council's 5th Annual Power of the Purse fundraiser on June 7th, at Indian Summer Golf and Country Club.

"United Way is shifting the fundraising dynamic away from paper bid sheets and guests hovering over auction items to a more interactive and exciting guest experience," said United Way of Thurston County Communications and Events Director, Michelle Rodriguez.

Guests can bid on their favorite silent auction item(s) using their personal smart phone from anywhere in the room and will receive immediate text notifications when outbid. Bidders can also set a maximum bid amount on their favorite item(s), leaving them more time to network with other guests and enjoy the evening.

"Our guests will have real-time, up-to-date information at their fingertips," said Women's Leadership Council Co-Chair, Nancy J. LaPointe. "This is the future of auctions and we're excited to launch it at this year's Power of the Purse."

Mobile bidding is intuitive and easy to use. Guests with a smart phone can navigate mobile bidding seamlessly, and those without a smart phone can use kiosks provided by United Way.

Last year, Power of the Purse grossed \$28K to directly support the financial stability of women and children in Thurston County through programs and scholarships. The event will include silent and live auctions on purses, group excursions, desserts and more.

This year's guest speaker features Judy Hoff, executive director and founder of *Queen, It's a New Day*. Tickets are \$75 per person or \$750 for a table of 10, and available online at www.unitedway-thurston.org/power-purse.

To learn more about Power of the Purse call (360) 943-1773 ext.13 or email mrodriguez@unitedway-thurston.org.

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The Women's Leadership Council is affiliated with United Way of Thurston County and positively impacts the lives of women and children by promoting self-sufficiency and financial stability. The WLC aims to inspire, educate and engage women in the community through philanthropy, community service and advocacy. For more information, visit www.UnitedWay-Thurston.org

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