



FOR IMMEDIATE RELEASE

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**THE JUNIOR LEAGUE OF SAN ANTONIO, INC. PRESENTS IT'S
14th ANNUAL OLÉ MARKETPLACE - "A SAN ANTONIO HOLIDAY"**

**The Junior League of San Antonio's annual shopping
extravaganza features unique merchants, supports local causes**

SAN ANTONIO, Texas - October 22, 2007 - San Antonio shoppers can get a jump start on holiday shopping while supporting local community programs at the Junior League of San Antonio's 14th annual Olé Marketplace.

Olé Marketplace will be held at the Henry B. Gonzalez Convention Center from Oct. 25 – 27, 2007, giving shoppers the opportunity to participate in three days of boutique shopping and special events. Ole Marketplace is pleased to host over 100 merchants from across the country.

"This year's Olé Marketplace promises to be a tremendous affair," said Delaina Harrison, President of the JLSA. "All the revenue that is generated from this unique shopping event is re-invested into our community. We provide a great shopping experience and give back to San Antonio. What a wonderful way to start to the holiday season."

Since 1993, this holiday marketplace has been contributing to the San Antonio community through programs sponsored by the JLSA. Proceeds from this event will largely benefit the JLSA's signature project, Literacy San Antonio, a 5-year effort that will combat San Antonio's high illiteracy rate.

To benefit this cause and numerous other community projects, shoppers can visit Olé Marketplace during general shopping hours or attend special events, including:

- Ready, Set, Shop: Thursday, Oct. 25, 9 a.m. to noon. Get the first look at Ole's must-have items before the doors open to the general public. Tickets are \$30 per person and include a continental breakfast.
- Salsa & Shopping: Thursday, Oct. 25, 6 p.m. to 9 p.m. Enjoy Mexican appetizers and cold beverages while browsing the many merchants of Olé. Tickets are \$40 each or \$70 for a pair.
- Holiday Soiree, Cocktails for a Cause: Friday, Oct. 26, 5 p.m. to 9 p.m. This new event designed especially for women features light hors d'oeuvres, a signature drink, and hourly door prizes combined with first class shopping. Tickets are \$15.

Saturday special events feature two authors. Carol Aebersold, co-author of *The Elf on the Shelf*, will read her book to children of all ages at 10:30 a.m. A book signing will follow. At 2:00 p.m., lifestyle management expert Heloise will bring her great advise for a Q&A and book signing.

General admission tickets to Ole Marketplace are \$8 each, and Market hours are:

- Thursday, Oct. 25, Noon to 9 p.m.
- Friday, Oct. 26, 9 a.m. to 9 p.m.
- Saturday, Oct. 27, 10 a.m. to 6 p.m.

Patrons can take advantage of Ole's Park and Ride, located at Tripoint and 3233 North St. Mary's Street, which will provide free parking and a convenient shuttle ride directly to the convention center for only \$5.

For more information on tickets, parking and vendors, please visit www.jlsa.org. General admission and special event tickets can be purchased online or by calling the Olé Marketplace hotline at 210-979-5710.

About the Junior League of San Antonio, Inc.

The Junior League of San Antonio, Inc. was founded in 1924, the 72nd Junior League to join the Association of Junior Leagues International. The Junior League of San Antonio, Inc. has a shared mission with 294 leagues internationally which states we are "an organization of women committed to promoting voluntarism, to developing the potential of women, and to improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable."

The Junior League of San Antonio, Inc. has more than 1,400 members and supports over 50 other non-profit agencies annually by offering volunteers and necessary funding.

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