

FOR IMMEDIATE RELEASE

APRIL 11, 2011

## 2011 BID TO SAVE THE EARTH RAISES \$2.4 MILLION FOR THE ENVIRONMENT

### CHRISTIE'S LIVE GREEN AUCTION RAISES \$1.4 MILLION

### COMPANION ONLINE AUCTION POWERED BY CHARITYBUZZ RAISES \$752,000

### RUNWAY TO GREEN COLLECTION TO GENERATE ADDITIONAL PROCEEDS THROUGH FALL 2011

NEW YORK – Christie's and Runway to Green are pleased to announce that the second annual Green Auction: Bid to Save the Earth raised a total of **\$2.4 million**. These funds benefit four leading environmental organizations: Conservation International, Natural Resources Defense Council, Oceana, and Central Park Conservancy, and will be used to support important environmental initiatives.

Bid to Save the Earth funds were raised through a Live Green Auction held at Christie's Rockefeller Center on March 29, 2011, an online auction powered by charitybuzz, a text to give campaign, and generous sponsorship. Sales from the premier Runway to Green Collection, which will be available in stores this fall, will continue to generate proceeds for this important cause.

The online auction, powered by charitybuzz, ran from March 17 through April 7 and raised more than \$752,000 in funds. The top online auction items include: a three night cruise on the Lady Sheridan luxury private yacht in Cannes for \$100,000; *Blue Ocean Indian Blue* by Bunta Inoue for \$31,000; a one hour tennis lesson with John McEnroe in New York City for \$26,000; a ten night safari for four in Tanzania and Mozambique for \$26,000; and a Girard-Perregaux Watch Specially Made for the Green Auction for \$17,000.

The 2011 Green Auction marked the inaugural partnership with Runway to Green (RTG). The unprecedented collaboration between Christie's and RTG brought together top art collectors, philanthropists, financiers, and environmentalists with the fashion community, utilizing their

combined influence to raise funds and awareness for the preservation and sustainability of our precious natural resources. Pieces from the Runway to Green Collection are available for purchase **Net-A-Porter**, and will be available in stores now through the fall.

The Green Auction: Bid to Save the Earth was made possible through the unprecedented collaboration between the four beneficiary organizations, Runway to Green, charitybuzz, and Christie's, in addition to the support of all of the visionary leaders from the worlds of art, business, fashion, philanthropy, conservation and celebrity. Event and auction sponsors, who generously donated a total of \$250,000 in cash and in-kind sponsorships, included Tiffany & Co., Delta Air Lines, La Mer, Net-A-Porter, U.S. Trust, Bank of America Private Wealth Management, The Ionic Bulb, Rouge Tomato, Stella Artois, Patron, Betts & Scholl, Angelica Flowers and Events and MVS Photo Booth.

The evening's Runway Show was sponsored by Tiffany & Co. with event production by Van Wyck & Van Wyck.

Images available at [www.patrickmcmullen.com](http://www.patrickmcmullen.com)  
Visit Christie's on the web at [www.christies.com](http://www.christies.com)

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**About Christie's**

Christie's, the world's leading art business had global auction and private sales in 2010 that totaled £3.3 billion/\$5.0 billion. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie's conducted the greatest auctions of the 18th, 19th and 20th centuries, and today remains a popular showcase for the unique and the beautiful. Christie's offers over 450 sales annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's has 53 offices in 32 countries and 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai and Hong Kong. More recently, Christie's has led the market with expanded initiatives in emerging and new markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai.

### **About Runway to Green**

Runway to Green is a fundraising model that brings together today's most important and relevant fashion designers to raise funds, educate and create awareness for the environment. Selected leading designers and brands are dedicating or creating an item of their choosing as part of their Fall 2011 collection for Runway to Green. The pieces will be sold worldwide through the designer's stores, online, select department and retail stores making this truly a global initiative. A percentage of proceeds from sales will go to Runway to Green, which in turn funds leading environmental organizations. ([www.runwaytogreen.com](http://www.runwaytogreen.com))

### **About the Natural Resources Defense Council**

The Natural Resources Defense Council (NRDC) is an international nonprofit environmental organization with more than 1.3 million members and online activists. Since 1970, the NRDC's lawyers, scientists, and other environmental specialists have been working to protect the world's natural resources, public health, and the environment. NRDC has offices in New York City; Washington, D.C.; Los Angeles; San Francisco; Chicago; Livingston; Montana; and Beijing. ([www.nrdc.org](http://www.nrdc.org))

### **About the Central Park Conservancy**

The Central Park Conservancy's mission is to restore, manage, and enhance Central Park, in partnership with the public, for the enjoyment of present and future generations. The CPC is a private, not-for-profit organization, founded in 1980, that manages Central Park under a contract with the New York City Department of Parks & Recreation. Thanks to the generosity of many individuals, corporations, and foundations, and the City of New York, the Conservancy has invested more than \$550 million to date in the park, making it a model for urban parks worldwide. The Conservancy raises more than 85 percent of Central Park's annual \$37.4 million annual park-wide expense budget and is responsible for all basic care of the park. ([www.centralparknyc.org](http://www.centralparknyc.org))

### **About Conservation International**

Built upon a strong foundation of science, partnership, and field demonstration, Conservation International (CI) is committed to helping societies adopt a more sustainable approach to development – one that considers and values nature at every turn. Founded in 1987, CI has some 900 employees working in more than 30 global offices and 1,000+ partners around the world. ([www.conservation.org](http://www.conservation.org))

### **About Oceana**

Oceana campaigns to protect and restore the world's oceans. Its teams of marine scientists, economists, lawyers, and advocates win specific and concrete policy changes to reduce pollution and to prevent the irreversible collapse of fish populations, marine mammals, and other sea life. Global in scope and dedicated to conservation, Oceana has campaigners based in North America, Europe, and South and Central America. More than 500,000 members and e-activists in over 150 countries have already joined Oceana. ([www.oceana.org](http://www.oceana.org))

### **About charitybuzz**

A leader in cause marketing, charitybuzz ([www.charitybuzz.com](http://www.charitybuzz.com)) aligns nonprofits with international brands and celebrity icons to raise funds through innovative online auctions. Featuring pop culture experiences, VIP events, luxury travel, fine art, couture fashion and sports

memorabilia, charitybuzz brings its online community of upscale, socially conscious bidders exclusive opportunities to make a difference. The company enables its bidders to truly doGOOD and liveWELL, generating millions of dollars for charities around the globe. To learn more, please visit [www.charitybuzz.com](http://www.charitybuzz.com), email [info@charitybuzz.com](mailto:info@charitybuzz.com), fan us on facebook at [www.facebook.com/charitybuzz](http://www.facebook.com/charitybuzz) or follow us on twitter at [www.twitter.com/charitybuzz](http://www.twitter.com/charitybuzz).

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