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For immediate release

**Atlanta's Purse, Philanthropy Enthusiasts Prepare for the
YWCA of Greater Atlanta's Third Annual "Open Your Purse" Charity Event**

Atlanta, Ga., September 10, 2007 – Celebrities, business and civic leaders, and purse aficionados are preparing to attend what has quickly become one of the most sought-out events in Atlanta's philanthropic community – the Open Your Purse event. Open Your Purse will be held on Tuesday, September 25, 2007, at 6 p.m. at The Ritz-Carlton, Buckhead. Hosted by the YWCA of Greater Atlanta, this event showcases hundreds of handbags that attendees purchase during a live and silent auction. Most importantly, the event raises funds and awareness for the YWCA's Women in Transition (WIT) and Supportive Housing program.

The YWCA's WIT program is an empowerment stepping stone for some of Atlanta's homeless women. WIT provides quality temporary housing for homeless women and their families, and provides the necessary support and training to help them achieve self-sufficiency. In 2006, Open Your Purse raised more than \$75,000 for WIT, and the event's attendees donated more than 130 of their own gently-used purses to program participants and to other metro Atlanta programs that champion the issues of homelessness and job readiness for women. Also, each year the event celebrates one woman's successful transition to self-sufficiency with the "Power of the Purse" award.

"The story of giving isn't always marked with violins," said Justine Boyd, CEO of the YWCA of Greater Atlanta. "Oftentimes, it is best told with the jubilation and festivity of trumpets. This is the case with Open Your Purse. This fun and unique event speaks to the collective power of generous and passionate individuals – and to that of the feminine spirit. It is guilt-free shopping at its finest, as guests make purchases that make them feel beautiful both inside and out."

Macy's is the event's presenting retail sponsor, adding to the sponsorship circle that includes Delta Air Lines, ING, The Atlanta-Journal Constitution and Atlanta Woman magazine. For the second consecutive year, Stephanie Blank, The Arthur M. Blank Family Foundation, will serve as an honorary chairperson, along with Lovette Russell, Community Volunteer; Sandee Bartkowski, Sandee O Photography; and Rhonda Mims, J.D., ING.

“Supporting women’s issues and concerns, like breast health, heart health and domestic violence, is a major focus of our ‘give back’ leadership philosophy at Macy’s,” said Gail Nutt, Senior Vice President of Community Affairs/Diversity Management at Macy’s. “We are proud to support our communities where we do business, by providing grants and sponsorships, and also through our employee volunteer organization, Partners In Time.”

The silent auction will include handbags from a wide range of popular designers (which, in the past, have included Burberry, Chanel, Cole Haan, Isabella Fiore, Juicy, Prada, Salvatore Ferragamo and Timmy Woods, among others). Purses by up-and-coming designers and artists will also be highlighted.

The live auction will feature new or gently-used handbags donated by local and international celebrities, including singers, television personalities, community activists and more.

“Anticipation builds throughout each year for this event, as Atlantans clamor to find must-have handbags, while positively affecting the lives of others,” said Boyd. “I am looking forward to all of the fun and rewards this event will bring to the attendees and to the women whose lives they will touch.”

For more information, contact Janine Carson at 404.835.1625 or visit www.ywcaatlanta.org.

About the YWCA of Greater Atlanta

Founded in 1902, the YWCA of Greater Atlanta is a membership movement with a mission to eliminate racism and empower women. We fulfill our mission with programs that empower Atlanta’s women and girls through education, advocacy and unity. Strengthened by diversity, the YWCA draws together people who strive to create opportunities for women’s growth, leadership and power to attain a common vision: peace, justice, freedom and dignity for all people. For more information, please visit <http://www.ywcaatlanta.org/>.