Women’s Foundation for a Greater Memphis’ MUST ATTEND FALL EVENT, the 2018 Power of the Purse™ Auction

Join the Women’s Foundation for a Greater Memphis (WFGM), Bank of America, and 400 of our friends for a night of “Fun, Food and Fashion” at the 2018 Power of the Purse™ Auction (POP). Both a silent and live auction, there will be nearly $100,000 in designer purses, travel experiences, diamond jewelry, and more for bid.

**WHO:** The Women’s Foundation for a Greater Memphis (WFGM) Presenting Sponsor Bank of America

**WHAT:** 2018 Power of the Purse™ Auction (#POP)

**WHEN:** Thursday, October 25, 2018 | 6:00-9:00 p.m.

**WHERE:** The Children’s Museum of Memphis (CMOM), 2525 Central Avenue, Memphis, TN 38104

By hosting the auction at CMOM, WFGM hopes to uniquely highlight our nationally recognized two-generation approach, which focuses on creating opportunities for and addressing needs of both children and adults in the same household as a gateway out of poverty.

**WHY:** #POP is a fundraiser to support the five-year Vision 2020 Strategic Plan to reduce poverty by five percent in zip code 38126, the poorest area in the city of Memphis. WFGM is in the third year of Vision 2020, and has invested $3.5 million of a nearly $10 million commitment to 38126 in case management, employment training, early childhood education, youth development, and financial literacy.

**HOW:** Tickets are $50 at [www.wfgm.org](http://www.wfgm.org).

The 2018 Power of the Purse™ Auction co-chairs are Gina Brewer, Senior Wealth Advisor, United Capital; Vicki V. Carayiannis, Special Events Consultant; Sherrie Hollis, Senior VP, Senior Relationship Manager, Bank of America; Dr. Bianca Sweeten, Comprehensive Medical Associates.

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For 23 years, The Women’s Foundation for a Greater Memphis (WFGM) has played a major role as a backbone organization aligning people, resources, and coordinating community-based services through the two-generation approach. WFGM is an organization of women helping women break the cycle of poverty through philanthropy, leadership and collaboration.