



NEWS RELEASE

FOR IMMEDIATE RELEASE
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SHOP AT THE BASSETT GALA AUCTIONS

Cooperstown, NY - Going all out to beat its past successes to raise funds for the completion phase of the \$12 million Bassett Heart Care Campaign, the Bassett Gala Silent Auction Committee has assembled an array of popular items to offer at two highly anticipated auctions, the Pre-Gala Auction and Gala Silent Auction.

The Pre-Gala Auction collection will be on display on Tues., Nov. 30, and Wed., Dec. 1, in the Bassett Clinic Lobby. Homemade foods from chutneys to baklava, antique glass and crystal, china, plants, a birthday party for 10, handmade and hand-knitted clothing and gift certificates for a range of delights are just some of the items that have been donated.

All Pre-Gala Auction items will be awarded to the highest bidder on Dec. 1 at 5:00 p.m. Everyone – Bassett employees and visitors – can place bids. Winning bidders do not have to be present at the conclusion of the Pre-Gala Auction. They will be notified by phone and can pick up their items at the Friends Office at Harrison House (corner of Fair and Beaver Streets, Cooperstown) between 8:30 a.m. and 4:30 p.m., weekdays.

Guests at the Bassett New Year's Eve Gala place bids for Silent Auction items during the evening's festivities. However, if you are unable to attend the Gala, you still can participate in the Silent Auction by submitting a closed bid. Silent Auction booklets, which contain item descriptions and bid forms, are available at the Friends Office.

For the convenience of bidders, Gala Silent Auction items have been grouped into the following categories: Art, Epicurean Experiences, Fashion and Personal Care, Garden and Home Décor, Out and About, Sports and More, Theater and Getaways and the ever-popular The Unique. Available to the highest bidder are prized artworks by noted regional artists Edwin Johnson and Robert Schneider, a cocktail party for 40 on the veranda of The Otesaga, collectible pottery by Sunny Leinhart, china, fine wines, Champagne, furniture custom-made by local craftsman like Bob Plath or embellished with folk art decorations by Marge Landers, gift certificates to regional restaurants and for essential services, and much more.

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For a preview of the Gala Silent Auction collection, stop by Riverwood on Cooperstown's Main Street. A selection of items will be displayed in the popular shop's storefront window from Mon., Nov. 15 through Mon., Nov. 29. On New Year's Eve day, between 2 p.m. and 4 p.m., all 73 items in the Gala Silent Auction collection will be on display at The Otesaga Hotel.

The Friends gratefully acknowledges the dedication and hard work of the Silent Auction Committee headed by Chris Weiss and Mary Dunkle as co-chairs. Members are John Anagnost, Walter Dolan, Ursula Hage, Nancy Irvin, Doreen Potrikus, Ellen Sanford, John Sanford, Gwen Schuster, Robert Schneider, Gayle S. Smith, Albert Weiss, and Joan White. The Friends of Bassett also salutes the community members and regional businesses that have contributed their treasures and services to make the Pre-Gala Auction and Silent Auction annual successes.

Tickets for "And the Beat Goes On," the eleventh annual Bassett Gala, are still available. The all-inclusive celebration includes nonstop entertainment, food, dancing and a fireworks extravaganza. Tickets cost \$275 per couple and \$150 for individuals. For more information, call the Friends Office: 607-547-3928. For New Year's Eve, The Otesaga Hotel is offering discounted room rates to Gala guests. Call the hotel's Reservation Department at 607-547-9931.



Photo caption:

Community members who volunteer their time on the 2004 Silent Auction Committee are: (front row, l. to r.) Doreen Potrikus, Walter Dolan, Co-chair Mary Dunkle, Ursula Hage, Joan White, Co-chair Chris Weiss, Ellen Sanford; (back row, l. to r.) Robert Schneider, Gwen Schuster, John Anagnost, Albert Weiss and John Sanford. Not present were Nancy Irvin and Gayle S. Smith.