

Local Association of Food Bloggers to Hold Benefit for Bake A Wish

Austin, Texas (July 7, 2012) —The Austin Food Blogger Alliance, a group of food bloggers in Austin, Texas, will hold their first silent auction to benefit a local non-profit organization on July 25, 2012. **Cupcakes & Cocktails** will bring together Austin baking professionals and food bloggers to raise money for Bake A Wish, a 501(c)(3) non-profit organization providing birthday cakes and other baked goods to children in shelters and foster homes, the elderly, disabled, and other underserved communities in the greater Austin area. There will be an *Invitational Taste Off* of cocktail-themed cupcakes by a select group of Austin bakers in addition to the *Silent Auction*, which will feature unique food experiences, products, and services donated by the Austin culinary community.

Last year, the Austin Food Blogger Alliance raised a little over \$2000 for SafePlace, a non-profit women's and children's shelter, in their PieSafe event. The Alliance hopes to increase that amount this year. **Cupcakes & Cocktails** will be held on July 25 from 6:00 to 9:00 pm at the AT&T Conference Center and tickets will be available to the general public.

Karen Nichols, Founder and President of Bake A Wish sums up their mission. "Has the thought of a child without a birthday cake ever crossed your mind? Bake A Wish delivers not just a cake to a needy recipient, but the message that they are important, that they matter." The 501(c)(3) non-profit was founded in 2009 to provide free cakes to those in need.

"We are excited to be partnering with Bake A Wish to bring tastes of happiness to those who need them the most. The work of Bake A Wish volunteers is the very essence of what makes the Austin food community strong and we are honored to be able to support them with this event." said Natanya Anderson, President of the Austin Food Blogger Alliance.

The Austin Food Blogger Alliance is currently soliciting donations for the **Cupcakes & Cocktails Silent Auction** in addition to cash donations. Please contact Nelly Ramirez, Silent Auction Chair, at [512-609-9516](tel:512-609-9516) or via email at nelly.ramirez@me.com if you would like to contribute to the auction.

Tickets are available for purchase for \$35 each at <http://afba.ticketbud.com/cupcakes-cocktails>.

About Bake A Wish

Bake A Wish, a 501(c)(3) non-profit organization, was founded in Austin in 2009 primarily to deliver free birthday cakes to abused, neglected, and abandoned children in Austin-area shelters. With such an amazing mission, word about this organization spread rapidly; it's been featured in The Statesman, on News 8 Austin/YNN, in Edible Austin, and in other local publications.

Rapid growth allowed them to expand their mission to also serve Austin's elderly/disabled in

affordable housing, as well as some of Austin's other underserved populations. They are 100% volunteer-staffed and receive no regular funding, making the receipt of donations critical to their mission. They currently have over 100 volunteers and serve approximately 40 Central Texas agencies; they continue to add even more agencies as their volunteer force continues to grow. As of May 2012, Bake A Wish has made a total of 1,751 deliveries and expects to reach over 2,000 deliveries by the end of 2012. Although these numbers are impressive, it's the difference they hope to make in people's lives that really matters.

Please visit www.bakeawishaustin.org to learn more.

About Austin Food Blogger Alliance

The Austin Food Blogger Alliance (AFBA) was formed in early 2011 with the purpose of working together to set a standard of transparency and fairness by adhering to a code of ethics. AFBA supports each other and our community through classes, social events, and philanthropy. For up to date information follow AFBA on Twitter [@atxfoodblogs](https://twitter.com/atxfoodblogs). Membership is available to Central Texans who have a blog that is at least four months old when they submit their application and who blog at least twice a month on a food-related topic.

Special Thanks to our Sponsors

Austin Food Blogger Alliance thanks all our sponsors for this event, including the **Carillon Restaurant** and the **AT&T Executive Education and Conference Center**. The AT&T Executive Education and Conference Center sits in the heart of the University of Texas campus in Austin, Texas and offers travelers the highest in service, dining and conveniences. Equipped with 276 guest rooms and 21 suites, the hotel features inspiring views of the university's Main Building Tower, the State Capitol and a serene central courtyard. It is also home to The Carillon Restaurant, featuring the work of Executive Chef Josh Watkins and Pastry Chef Plinio Sandalio. For more information about, visit www.meetatexas.com and www.thecarillonrestaurant.com.

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