

MEDIA RELEASE

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SMC's Zephyrfest Embraces High Technology

NEENAH: This year's Zephyrfest, St. Mary Central High School's (SMC's) annual fundraising dinner and auction being held on March 27, is going high tech! SMC has partnered with Auction and Event Solutions (AES) of Chicago to offer wireless touch screen bidding for this year's entire slate of auction events.

According to Sue Thelen, Zephyrfest organizer and Director of SMC Alumni Relations, "This "go green" approach will eliminate 80% of the paper traditionally required, and our guests will no longer have to be in a specific area to take part in the silent auction. They will be able to participate from anywhere in the venue, including right from their dinner tables or the live auction. An entirely electronic auction means no post-auction waiting for our guests. We are confident that everyone is going to absolutely love this new technology."

As the only business in the United States offering this technology, AES is employed by several major national fundraisers, including Ronald McDonald House charities, St. Jude's Children's Hospital and the Make-A-Wish Foundation. Zephyrfest 2010 will be the first time this technology is employed at an event north of Milwaukee. Thelen notes, "It's a great fit for Zephyrfest, which is a premier event in our area and, we are proud to say, one of the largest school fundraising auctions in the United States."

Celebrating its 25th year, St. Mary Central's Zephyrfest is an icon in the community. This event has grown tremendously and has proven to be consistently successful. The funds raised each year ensure that SMC can continue its proud tradition of providing an outstanding education to students in our community.

Thelen comments, "We are truly blessed to have such generous supporters among our school families, alumni and the business community. Zephyrfest allows us to cover operating costs and keep tuition affordable for our families."

Traditionally, more than 700 guests attend Zephyrfest, which is supported by over 100 community businesses and at least 100 volunteers.

St. Mary Central is a member of Twin City Catholic Educational System (TCCES). All students receive a quality education focusing on faith, academics and service to influence a rapidly changing world.

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