



FOR IMMEDIATE RELEASE

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***DIFFA: Design Industries Foundation Fighting AIDS
Brings DINING BY DESIGN To San Francisco
During The 2009 National Tour***

*Events in San Francisco will be held in the Galleria at the San Francisco Design Center on Wednesday, November 18 and Thursday, November 19;
Gump's to host Pre-event on Thursday, Oct. 22nd*

San Francisco, CA (DATE) – DIFFA: Design Industries Foundation Fighting AIDS will continue the DINING BY DESIGN 2009 tour with two days of events at the Galleria at the San Francisco Design Center on Wednesday, November 18 and Thursday, November 19. **DIFFA's DINING BY DESIGN** in San Francisco will bring together some of the leading design and most recognized talent in the worlds of furniture, interior design, fine art, and architecture to create spectacular, over-the-top dining environments. This year's events are co-chaired by Anthony Garrett of HOK, Ronette King of Gensler, and Christie McRae of McRae & Company. Full event and ticket information online at: www.diffasf.org.

The multi-city tour, which in past years has raised more than \$38 million for DIFFA, will feature awe-inspiring dining installations by design luminaries such as Marc Blackwell for Castello di Gabbiano wines, Jason Wu and Giancarlo Valle for Stolichnaya ELIT, and David Stark for Benjamin Moore. Confirmed table sponsors and designers include: A. Rudin, Academy of Art University; Benjamin Moore; California Home & Design; Gensler/Haworth; HOK/Herman Miller; Kravet, Inc.; McRae & Company designed by Patrice Cowan Bevans; San Francisco Design Center; Taste Catering designed by Billy Cook; Partridge Associates; and Wilson Campos. Venerable high-end retailer Gump's, will host a special DINING BY DESIGN pre-event on Thursday, October 22nd featuring four table-design installations and a panel discussion with Dianne Dorran Saeks.

"2009 promises to be another year of breathtaking design and culinary delight as our national tour returns to San Francisco. We're incredibly pleased to have another team of renowned global, regional and local design talent contributing to this November's events," said David Sheppard, Executive Director of DIFFA. "In light of such significant state and city cuts in healthcare, DIFFA is especially honored this year to raise grant funds for HIV/AIDS primary care services."

In San Francisco, DINING BY DESIGN is a partnership between DIFFA and the AIDS Research Institute at the University of California, San Francisco. The event benefits the UCSF Positive Health Program at San Francisco General Hospital, the world's first HIV/AIDS-specialized clinic, currently the city's largest care provider for HIV/AIDS patients, and a trailblazer in research and education including a new campaign to launch the world's first HIV/AIDS Living Museum and Learning Center of Arts and Sciences, to be based in San Francisco.



How DINING BY DESIGN works: Each designer/sponsor receives a space to work in at the Galleria and from there the creative possibilities are endless. The only requirement is that each table must accommodate at least 10 dinner guests. All tables will be open for ticket holders to view during the November 18 TABLE HOP & TASTE preview party where guests will sample sweet and savory selections from fifteen of the Bay Area's best restaurant and food purveyors. The participating restaurants are: Above Catering, Barbara Llewellyn Catering & Event Planning; Bambuddha Lounge; Be My Guest Thai Bistro; Boon Eat + Drink; Chou Chouchou; Enrico's Sidewalk Cafe; Izzy's Steaks and Chops; Kleine; La Colombe Torrefaction Coffee Roasters & Blenders; Midi; Mission Minis; Local Kitchen & Wine Merchant and Oola Restaurant & Bar; Pacific Catch; Poleng Lounge. Food will be paired with wines from Castello di Gabbiano and cocktails by Stolichnaya ELIT.

Guests at the GALA DINNER on Thursday, November 19 will enjoy a wine and cocktail reception with hors d'oeuvres followed by a 3-course dinner while seated at one of the stunning table environments. Dinner and hors d'oeuvres for the gala will be prepared by Taste Catering of San Francisco.

Both evenings will include an exclusive Silent Auction. Items available for guest bidding include luxury furnishings, fine art, travel, lodging, beauty and spa treatments, and extraordinary wine and dining experiences.

The schedule of events for DINING BY DESIGN San Francisco is:

DIFFA'S DINING BY DESIGN TABLE HOP & TASTE Preview Party

Wednesday, November 18; 6 PM – 10 PM

Designers and guests mingle, preview table creations, sip Castello di Gabbiano wines paired with culinary tastes from top Bay Area restaurants and enjoy special event cocktails by Stolichnaya ELIT. Open to the public with a \$100 contribution per person. Purchase tickets online at www.diffasf.org or call 415.597.4650.

DIFFA'S DINING BY DESIGN GALA DINNER

Thursday, November 19; 6:30 PM – 11 PM

Guests will enjoy an evening reception followed by 3-course gourmet dinner at one of the breathtaking table environments. All cuisine prepared by Taste Catering. Table Host levels are \$5,000, \$10,000 and \$20,000. For private or corporate table hosting information, please contact: Randall Shields at dbdsanfrancisco@gmail.com or call 415.252.7685. Individual gala tickets also available for \$500 per person. Purchase tickets online at www.diffasf.org or call 415.597.4650.

DIFFA's DINING BY DESIGN 2009 is brought to you by Castello di Gabbiano, Stolichnaya ELIT and the San Francisco Design Center. Media Sponsors are *The New York Times*, *7x7*, *California Home + Design* and NBC Bay Area. Additional event promotion provided by AList Martini Nights and Gump's.



About DIFFA

DIFFA: Design Industries Foundation Fighting AIDS is one of the largest funders of HIV/AIDS service and education programs in the United States. Since being founded in 1984, DIFFA has mobilized the immense resources of the design communities to provide over \$38 million to hundreds of AIDS service organizations nationwide. For more than 23 years, DIFFA has been one of the country's largest supporters of both direct care for people living with AIDS and preventative education for those at risk. Visit DIFFA at www.diffa.org

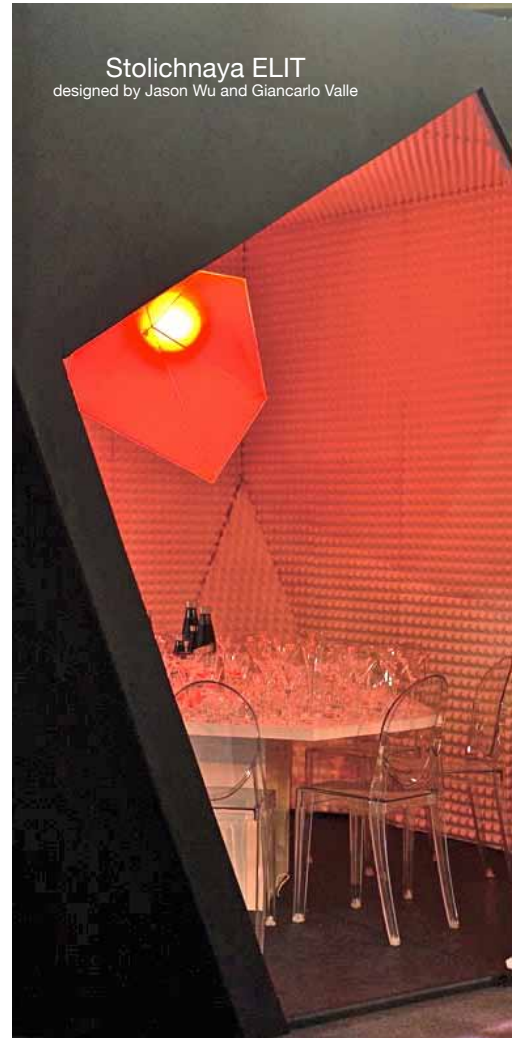
About Positive Health Program at San Francisco General Hospital

Since 1983, **the UCSF Positive Health Program (PHP) at San Francisco General Hospital**--a core program of the AIDS Research Institute (ARI) at UCSF--has led the world in HIV/AIDS medicine. PHP provides state-of-the-art primary care to over 3,000 uninsured HIV patients. Services include clinical care, psychosocial support services and programs to support healthy living. PHP also conducts research on long-term survivors, newly infected patients and patients living with HIV and hepatitis. The program also has a major presence in the developing world training local providers and directing several international research projects. Recently, PHP announced plans to pursue creation of the world's first HIV/AIDS Living Museum and Learning Center of Arts and Sciences. Visit PHP at www.php.ucsf.edu

About the AIDS Research Institute (ARI) at UCSF

The AIDS Research Institute (ARI) coordinates and integrates all AIDS research activities at the University of California, San Francisco. The ARI stimulates innovation and supports interdisciplinary collaboration aimed at all aspects of the epidemic domestically and around the world. Bringing together hundreds of scientists and more than 50 programs from throughout the university and affiliated labs and institutions, and working in close collaboration with affected communities, the ARI is one of the premier AIDS research entities in the world. Visit ARI at www.ari.ucsf.edu

For all information about DINING BY DESIGN SAN FRANCISCO 2009 visit: diffasf.org.



DIFFA's
DINING BY DESIGN - 2009

Press photos available on request
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Castello di Gabbiano
designed by Marc Blackwell



Benjamin Moore
designed by David Stark

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