



Press Release

CHRISTIE'S

CHRISTIE'S ANNOUNCES THIRD ANNUAL GREEN AUCTION: BID TO SAVE THE EARTH 2012

Proceeds to benefit four of the world's leading environmental organizations

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New York/London/Hong Kong – February 6, 2011 – Christie's International, the world's leading art business, is pleased to announce the third annual **Green Auction: BID to Save the Earth**, to be hosted by Christie's at Rockefeller Center on April 11, 2012, just two weeks before Earth Day. A world-class companion auction powered by charitybuzz will run online from March 29 to April 19. The Green Auction is a borderless collaboration of individuals, organizations, and businesses who are engaged, in spirit and action, in the protection and conservation of the environment. Initiated in 2010 by Christie's, the star-studded affair is expected to raise significant proceeds for four of the world's leading environmental nonprofits – Oceana, Conservation International (CI), Central Park Conservancy (CPC), and Natural Resources Defense Council (NRDC) – specifically to benefit water-conservation projects central to each organization.

"Christie's is delighted to again host the Green Auction: BID to Save the Earth – fulfilling our commitment to help raise crucial funds and awareness for the preservation of our planet's precious resources," said Steven P. Murphy, Chief Executive Officer of Christie's International. "By partnering with four globally renowned and respected not-for-profits, we are honored to help serve as a catalyst in such an endearing effort."

The 2012 Green Auction, generously supported by JW Marriott, will be co-chaired by **Graydon and Anna Carter, James R. Hedges IV, François-Henri Pinault** and **Salma Hayek**, and **David and Susan Rockefeller**, with a live musical performance by **Grace Potter of Grace Potter & the Nocturnals** and overall support from a host committee comprised of New York's most influential environmentalists, celebrities and philanthropists. Following an exclusive cocktail reception presented by Grey Goose® Vodka, the live auction will offer attendees the opportunity to purchase rare, one-of-a-kind fantasy lots – which in past years have included opportunities to: *enjoy a day with President Clinton*; *experience the ultimate treatment at the Oscars®*; and *sit from row at the Chanel Couture shows in Paris*.

The online auction administered by charitybuzz will add hundreds of once-in-a-lifetime packages spanning the worlds of entertainment, fashion, travel, art and more to the lineup, accessible to anyone in the world via <http://www.Charitybuzz.com/BidtoSavetheEarth>. This year's highlights include: *A Mercedes Benz Fashion Week experience*; *a one-week paid Global Marketing & Communications internship with DKNY*; *a five-night stay in an over-beach villa in the Maldives*; *a Girard-Perregaux watch* and more!

"We must all take responsibility to protect the natural world for future generations," said co-chair Susan Rockefeller. "Everyone can help support Christie's Green Auction, which delivers a global message about the relevance and necessity to take action and participate in conserving the planet's precious and finite resources."

The choice to focus this year's theme on water stemmed from each organization's notion that water is the source of life, and there are simple methods anyone can follow to play a part in preserving it. The goal of the Green Auction is to



raise awareness and funds for the large-scale earth-saving initiatives programmed by each non-profit, as well as to demonstrate how easy it can be to act green in everyday routines.

"Our ocean waters, which cover 70% of this blue planet, are hovering on the brink of an irreversible collapse, with 90% of the ocean's big fish gone," said Andrew Sharpless, Chief Executive Officer of Oceana. "This means an irreplaceable source of food and protein for over a billion people today – and potentially billions more in the future. Luckily, history and science show us that our oceans can rebound if we put in place and enforce sensible policies."

"Clean and plentiful water is our most precious resource, and we need to treat it as such," said Frances Beinecke, President of the Natural Resources Defense Council. "As we enter the 21st century, swelling demand and changing climate patterns are draining rivers and aquifers, and pollution is threatening the quality of what remains. We need to start implementing smart water solutions today, to ensure we're sustaining, not wasting, this invaluable resource."

"Central Park is home to 150 acres of water bodies, and water conservation is an important part of the Conservancy's history of successful Park restoration," adds Doug Blonsky, President of the Central Park Conservancy. "We're more conscientious about how we use water than ever before - and whether you live in or outside of New York City, there are easy, cost-efficient changes that anyone can adopt to help save our planet."

"Human beings have always had a strong tie to water, as most of the world's global population lives near a body of water," said Dr. Greg Stone, Senior vice-president and chief scientist for oceans at Conservation International. "The oceans in particular provide us with irreplaceable benefits; improving their health will be imperative as we prepare to provide for 9 billion people, up from the current 7 billion, on Earth by the middle of this century."

To garner added attention around the Green movement, Christie's will also be launching its interactive "BID to Save the Earth" campaign. Beginning February 6, environmental advocates can visit [Facebook.com/ABidtoSaveTheEarth](https://www.facebook.com/ABidtoSaveTheEarth) to enter the "My BID to Save the Earth" video contest, which will offer applicants a chance to win admission for two to the exciting event. Supporters are also invited to follow [@bid2saveearth](https://twitter.com/bid2saveearth) on Twitter for exclusive announcements and updates, and to tweet with the hashtag #Bid2SaveEarth for sharing easy tips on keeping green.

To date, the Green Auction has successfully raised nearly \$5 million for its four beneficiaries. We are also pleased to announce that the Green Auction will be a carbon neutral event. As in past years, Christie's will waive all fees associated with the Green Auction. Those interested in sponsoring or contributing to this charitable cause may contact Katelyn Norris at Christie's. To donate an experience or package to the online auction, please email greenauction@charitybuzz.com. For additional information on the LIVE and online auctions, visit <http://www.bidtosavetheearth.org/>.

Please note that the Green Auction is a private and invite-only event. For media inquiries, please contact Rebecca Janoff, 917.351.8685, rjanoff@hs-pr.com; Toby Usnik, 212.636.2680, tusnik@christies.com, Katelyn Norris, 212.636.2673, knorris@christies.com.



About Christie's

Christie's, the world's leading art business had global auction and private sales in the first half of 2011 that totaled £2.0 billion/\$3.2 billion. In 2010 it achieved global auction and private sales of £3.3 billion/\$5.0 billion. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie's conducted the greatest auctions of the 18th, 19th and 20th centuries, and today remains a popular showcase for the unique and the beautiful. Christie's offers over 450 sales annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's has 53 offices in 32 countries and 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai and Hong Kong. More recently, Christie's has led the market with expanded initiatives in emerging and new markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai

*Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and do not reflect costs, financing fees or application of buyer's or seller's credits.

About NRDC

The Natural Resources Defense Council (NRDC) is an international nonprofit environmental organization that works to protect people, the places they live and the natural resources we all depend on. Since 1970, our lawyers, scientists, and other environmental specialists, with the support of our 1.3 million members and online activists, have worked to create and enforce the bedrock environmental laws that have made our air, water and land cleaner and healthier for communities across the world. NRDC has offices in New York City, Washington, D.C., Los Angeles, San Francisco, Chicago, Livingston, Montana, and Beijing. Visit us at www.nrdc.org

About CPC

The Central Park Conservancy's mission is to restore, manage, and enhance Central Park, in partnership with the public, for the enjoyment of present and future generations. The Conservancy is a private, not-for-profit organization, founded in 1980, that manages Central Park under a contract with the New York City Department of Parks & Recreation. Thanks to the generosity of many individuals, corporations, and foundations, and the City of New York, the Conservancy has invested more than \$550 million to date in the Park, making it a model for urban parks worldwide. The Conservancy raises more than 85 percent of Central Park's annual \$42 million annual park-wide expense budget and is responsible for all basic care of the park. www.centralparknyc.org

About Conservation International

Building upon a strong foundation of science, partnership and field demonstration, CI empowers societies to responsibly and sustainably care for nature, our global biodiversity, for the long term well-being of people. Founded in 1987 and marking its 25th anniversary in 2012, CI has headquarters in the Washington DC area, and 900 employees working in nearly 30 countries on four continents, plus 1,000+ partners around the world. For more information, please visit at www.conservation.org, or on Facebook or Twitter.

About Oceana

Oceana campaigns to protect and restore the world's oceans. Our teams of marine scientists, economists, lawyers and advocates win specific and concrete policy changes to reduce pollution and to prevent the irreversible collapse of fish populations, marine mammals and other sea life. Global in scope and dedicated to conservation, Oceana has campaigners based in North America, Europe and South and Central America. More than 500,000 members and e-activists in over 150 countries have already joined Oceana. For more information, please visit www.oceana.org.

About charitybuzz

A leader in cause marketing, charitybuzz aligns nonprofits with international brands and celebrity icons to raise funds through innovative online auctions. Featuring pop culture experiences, VIP events, luxury travel, fine art, couture fashion, coveted internships, upscale merchandise and more, charitybuzz brings its online community of socially conscious bidders exclusive opportunities to make a difference. Since launching, charitybuzz has raised more than \$50 million for charities around the globe. To learn more, please visit www.charitybuzz.com, fan us on facebook at www.facebook.com/charitybuzz or follow us on twitter at www.twitter.com/charitybuzz.

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