

PICNIC BY  
DESIGN 

**DIFFA**  
DESIGN  
INDUSTRIES  
FOUNDATION  
FIGHTING  
AIDS

**westedge**  
DESIGN FAIR

## **DIFFA LAUNCHES PICNIC BY DESIGN LA IN PARTNERSHIP WITH WESTEDGE DESIGN FAIR NOVEMBER 3-6**

*Tickets and Sponsorships Now Available at [Diffa.org](http://Diffa.org)*

**New York, NY (September, 2016)** — On November 5, DIFFA: Design Industries Foundation Fighting AIDS (DIFFA) will launch the California edition of its ever-popular fundraiser, Picnic By Design, in partnership with WestEdge Design Fair. Picnic By Design is DIFFA’s annual event that invites designers, architects and artists to create elaborate picnic baskets which are showcased, celebrated and donated for auction. During this special addition to the fourth annual WestEdge Design Fair, guests can view and bid on the specialty baskets throughout the show and online from November 3-5. Tickets and sponsorships are now available by visiting [pbdla.com](http://pbdla.com).

The WestEdge Design Fair features more than 150 of the world’s best designers, artisans and manufacturers to Los Angeles for a three-day showcase reaching 12,000 attendees. In addition to the displays, there will be live demonstrations, educational panel discussions, book signings and more. The Picnic By Design displays will showcase picnic baskets designs from industry talents across the country, and garner support and awareness for the continued fight against HIV/AIDS.

“DIFFA is excited to partner with the energetic leadership at WestEdge Design Fair to bring Picnic By Design to LA! We know there is an incredibly generous and growing design community in Southern California that are willing to join the fight against HIV/AIDS—and this is an incredible opportunity to raise funds and awareness. We look forward to the start of this partnership and are grateful for the generosity of all involved!” said Johanna Osburn DIFFA executive director.

While the city is different, the concept remains the same. Leading architects, designers and industry talents will create over-the-top picnic baskets that will be displayed and available for purchase at the fair as part of an online auction. On Saturday, November 5 from 3-6 p.m., Picnic By Design guests will enjoy an afternoon of food and fine wine in the WestEdge outdoor lounge, designed and furnished by Roche Bobois. The lucky winners will be announced at the closing of the auction.

“We’re thrilled to welcome DIFFA back to LA to host the inaugural West Coast edition of Picnic by Design. Having worked with DIFFA for several years in New York, we are excited to collaborate to showcase the immense design talent in the area and support a great cause. It is awe inspiring and heartwarming to see the efforts, ingenuity, and goodwill every one of the designers puts toward their baskets and ultimately, toward DIFFA as seen in other events held nationally,” said Megan Reilly of WestEdge Design Fair.

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The AIDS issue is far from over, and DIFFA continues to create innovative events to raise awareness and much-needed funding. Picnic by Design will bring the enormous local talent together to celebrate creativity and community and to support programs that directly address HIV/AIDS with education, diagnosis and outreach.

Picnic By Design is hosted in cities throughout the country such as New York and Las Vegas and is part of DIFFA's efforts to create innovative events to raise awareness and critical funds toward its mission to support HIV/AIDS organizations across the country. Tickets and sponsorships are now available at [pbdla.com](http://pbdla.com). For more information about DIFFA and its fundraising efforts visit [www.diffa.org](http://www.diffa.org).

**About DIFFA:**

DIFFA: Design Industries Foundation Fighting AIDS raises awareness and grants funds to organizations that fight HIV/AIDS by providing treatment and direct care services for people living with or impacted by the disease, offering preventative education programs targeted to populations at risk of infection, or supporting public policy initiatives. DIFFA is one of the largest funders of HIV/AIDS service and education programs in the United States, mobilizing the immense resources and creativity of the design community. Since its founding in 1984, DIFFA has emerged from a grassroots organization into a national foundation based in New York City with chapters and community partners across the country that, working together, have provided more than \$41 million to hundreds of HIV/AIDS organizations nationwide. [www.diffa.org](http://www.diffa.org).

**About WestEdge Design Fair**

WestEdge is a three-day annual event offering the best in modern design, all in an environment designed to engage, entertain and inspire. Held each fall at Santa Monica's historic Barker Hangar, the fair offers the opportunity to shop from premium home furnishings brands-many new to the West Coast and meet the designers behind thousands of inspiring products. In addition, attendees gain insight from leading names in the design industry with a full series of educational programs and special events. For tickets and additional details, visit [www.WestEdgeDesignFair.com](http://www.WestEdgeDesignFair.com).