



Founded in 1993 by Evelyn H. Lauder

**The Breast Cancer Research Foundation® Celebrates Evelyn H. Lauder's Life
at the Hot Pink Luncheon and Symposium in Palm Beach**

- CONTACT:** Anna DeLuca
The Breast Cancer Research Foundation® (BCRF)
annadeluca@aol.com
917-697-7500
- WHAT:** **The Breast Cancer Research Foundation's® (BCRF)** annual Hot Pink Luncheon and Symposium featured a panel of three of the nation's most informed breast cancer experts. Sharing the latest breast cancer research advances, each panelist highlighted content that defined the title of the Symposium - ***Breast Cancer: A Year of Progress and Promise***. Neiman Marcus hosted an informal fashion presentation featuring exclusive pieces from its Spring 2012 collection.
- More than 250 guests attended the event, which raised over \$500,000 toward BCRF's mission to achieve prevention and a cure for breast cancer.
- WHEN:** Monday, February 6, 2012, 11:45 AM
- WHERE:** The Breakers, One South County Road, Palm Beach, FL.
- PANELISTS:** **Larry Norton, MD**, BCRF Scientific Director (Memorial Sloan-Kettering Cancer Center); **Edith A. Perez, MD** (Mayo Clinic); **Daniel A. Haber, MD, PhD** (Massachusetts General Hospital, Harvard Medical School). Moderator: **Clifford Hudis, MD** (Memorial Sloan-Kettering Cancer Center).
- UNDERWRITERS:** Braver Philanthropic Fund, The Sol Goldman Charitable Trust, The Evelyn & Leonard Lauder Foundation, Credit Suisse, and Neiman Marcus.
- CO-CHAIRMEN:** Donna Acquavella, Louise Braver, Betsey Green, Joanne de Guardiola, Sandy Krakoff, Hillie Mahoney, Pauline Pitt, Tricia Quick, Hilary Geary Ross, Frances Scaife, and Judith Schlager.
- ABOUT:** The Breast Cancer Research Foundation®, founded by Evelyn H. Lauder in 1993, is an independent not-for-profit organization committed to funding scientific research to achieve prevention and a cure for breast cancer in our lifetime. In October 2011, BCRF awarded \$36.5 million to 186 scientists across the United States, Canada, Latin America, Europe, the Middle East, Australia, and China. With over 90 cents of every dollar donated currently being directed to breast cancer research and awareness programs, BCRF continues to remain fiscally responsible, while funding brilliant investigators at major medical institutions worldwide. For more information about BCRF, visit www.bcrfcure.org.