



## THE BREAST CANCER RESEARCH FOUNDATION® INAUGURAL BOSTON HOT PINK LUNCHEON & SYMPOSIUM

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**WHAT:** **The Breast Cancer Research Foundation®** (BCRF) honored and celebrated its New England-based grant recipients at its inaugural **Boston Hot Pink Luncheon & Symposium** on Thursday, October 6 at the Boston Harbor Hotel. Grants of more than \$4.3 million will be awarded to 27 scientists in Massachusetts, Connecticut, and New Hampshire. Nearly 200 guests attended, helping to raise more than \$125,000 for BCRF.

The Symposium ***Transforming Breast Cancer: How Laboratory Science Becomes Standard of Care***, was hosted by **Larry Norton, MD**, BCRF Scientific Director (Memorial Sloan-Kettering Cancer Center) and moderated by **Clifford Hudis, MD**; Chairman, BCRF Scientific Advisory Committee (Memorial Sloan-Kettering Cancer Center). Panelists included **Jose Baselga, MD, PhD** (Massachusetts General Hospital, Harvard Medical School), **Monica M. Bertagnolli, MD** (Brigham & Women's Hospital, Harvard Medical School), **Lewis C. Cantley, PhD** (Beth Israel Deaconess Medical Center, Harvard Medical School), and **Ursula A. Matulonis, MD** (Dana-Farber Cancer Institute, Harvard Medical School).

In attendance were Kelley Tuthill, Corrine Grousbeck, Linda Holliday, Kerry Brett, Sandy Krakoff, Elisha Daniels, Nancy Kelleher, Liz Sells, along with 18 of New England's most highly regarded breast cancer researchers.

**CO-CHAIRS:** Andrea Brooks, Katherine Chapman, Kelley Doyle, Deb Hoffman, and Lynda Nijensohn

**WHEN:** Thursday, October 6, 2011  
11:00 am – Welcome Reception  
11:45 am – Luncheon  
12:45 pm – Dessert & Symposium

**WHERE:** Boston Harbor Hotel

**SUMMARY:** The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit organization dedicated to funding innovative clinical and translational research. Since its inception, the Foundation has raised over \$330 million to support research at medical institutions across the globe conducting the most advanced and promising breast cancer research that will help lead to prevention and a cure in our lifetime. To date, nearly \$36 million has been directed to stellar scientists at New England medical institutions, and in 2011, more than \$4.3 million is being awarded to 27 New England-based scientists in Massachusetts, Connecticut, and New Hampshire. Currently, more than 90 cents of every dollar donated is directed to breast cancer research and awareness programs. With exceptionally low administrative costs, BCRF continues to be one of the most efficient organizations in the country and is designated an "A+" charity by The American Institute of Philanthropy, the only cancer organization to achieve this. For more information about BCRF, visit [www.bcrfcure.org](http://www.bcrfcure.org).

### PHOTOGRAPHS AND INTERVIEWS BY REQUEST

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