



Founded in 1993 by Evelyn H. Lauder

2ND ANNUAL BCRF GOLF CLASSIC
Co-Chaired by Paul Fireman and William P. Lauder

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WHAT: **Paul Fireman**, former Chairman and CEO of Reebok, and **William P. Lauder**, Executive Chairman of The Estée Lauder Companies, Co-Chaired **The Breast Cancer Research Foundation® (BCRF) 2011 BCRF Golf Classic**. More than **120** guests attended the evening reception raising nearly **\$400,000**.

The event was held at **Liberty National Golf Course**, one of the most exclusive golf courses in the country and home to the 2009 Barclay PGA Tournament. During brunch, attendees had the opportunity to test drive a **Rolls-Royce Ghost** and **Phantom Drophead Coupé**. Golf on this prestigious course was followed by a cocktail reception and silent auction along with a viewing of one of the impressive collections of luxury cars in the world owned by **Michael Fux**, event host and former President and CEO of Sleep Innovations.

Cars from the private car collection included the **Ferrari FXX**, which is 1 of 20 in the world); the **Ferrari 485 Italia** with an all white interior, including the dashboard; a **Rolls-Royce Ghost**, which is the first bespoke Rolls Royce that has an all white interior and exterior; a **Ferrari Scuderia (Red)** with an all white interior, and many more.

Dan Hicks, NBC Sports broadcaster, Golf & Olympics, emceed the evening reception.

WHEN: Monday, July 18, 2011
9:30 AM — Brunch and Rolls-Royce Test Drives
11:00 AM — Golf Tournament
5:00 PM — Cocktail Reception with Luxury Car Viewing
6:30 PM — Dinner and Awards Presentation

WHERE: Liberty National Golf Course, Jersey City, NJ

SPONSORS: Cartier, Dillard's, Inc., Rolls-Royce, and Scott Tesser

HOSTS: Bruce Arella, Michael Berland, Thomas Butkiewicz, William Dillard II, Dan Fireman, Michael Fux, Alex Robertson, Joe Rose, Scott Tesser, Jon Tisch, and Dan Waintrup

ABOUT:

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. In 2010, BCRF awarded \$33 million to 172 scientists across the United States, Canada, Latin America, Europe, the Middle East, and Australia. 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. BCRF has received 4 stars from Charity Navigator and an “A+” from The American Institute of Philanthropy. For more information about BCRF, visit www.bcrfcure.org.