



**THE BREAST CANCER RESEARCH FOUNDATION® KICKS-OFF  
BREAST CANCER AWARENESS MONTH WITH ELIZABETH HURLEY**

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**WHAT:** On 29 September, **The Breast Cancer Research Foundation** (BCRF), together with **Allegra Hicks** and **SUITE New York**, host afternoon tea at Claridge's Hotel to kick-off Breast Cancer Awareness month and to celebrate the work BCRF supports in the UK.

To date, BCRF has invested more than **£3 million** in breast cancer research based in the UK. Currently, BCRF is funding five projects in the UK, led by six distinguished researchers: Professor Alan Ashworth (Institute of Cancer Research/Breakthrough Breast Cancer Research Center), Professor Adrian Harris (University of Oxford/Cancer Research UK), Professor Sir Bruce Ponder (University of Cambridge/Cancer Research UK), Professor Jack Cuzick (Queen Mary, University of London), and Professors Ian Smith and Mitch Dowsett (The Royal Marsden Hospital/Institute of Cancer Research), whose project is funded by the Elizabeth Hurley Research Award.

A private exhibition reception immediately follows at the Gagosian Gallery, featuring photography by **Evelyn H. Lauder** entitled *Salon Beauties* and SUITE New York's The Pink Swan Project, featuring three London-based designers interpretation of Arne Jacobsen's Swan chair. One hundred percent of chair and photograph sales will benefit BCRF.

Guests in attendance will include **Elizabeth Hurley**, **U.S. Ambassador Louis Susman** and wife **Marjorie Susman**, **Sara Carello**, **Lady Jane Churchill**, **Kelly Hoppen**, **Susanne Kapoor**, **Pia Getty**, **Lady Dawn Russell**, **Nadja Swarovski**, and *MAMMA MIA!* producer **Judy Craymer**.

**WHEN:** Thursday, 29 September, 2011

**WHERE:** Claridge's Hotel, Brooks Street, Mayfair  
Gagosian Gallery, Davies Street, London

**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. In October 2011, BCRF will award \$36.5 million to 186 scientists across the United States, Canada, Latin America, Europe, the Middle East, Australia, and China. 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. BCRF is the *only cancer* organization to achieve this. For more information about BCRF, visit [www.bcrfcure.org](http://www.bcrfcure.org).