



Founded in 1993 by Evelyn H. Lauder

- CONTACT:** Anna DeLuca
The Breast Cancer Research Foundation® (BCRF)
annadeluca@aol.com
(646) 497-2609
- WHAT:** **The Breast Cancer Research Foundation's Hot Pink Luncheon and Symposium** in Palm Beach had 250 guests in attendance, raising nearly \$425,000. The crux of the event, ***How Science is Revolutionizing our Approach to Breast Cancer***, featured a panel of five of the world's leading breast cancer experts conferring over the latest advances in breast cancer research. Moreover, guests previewed Neiman Marcus's Spring 2011 Collections during an informal fashion presentation.
- WHEN:** Monday, February 7, 2011, 11:45 AM
- WHERE:** The Breakers, One South County Road, Palm Beach, FL
- PANELISTS:** **Clifford Hudis, MD**, Memorial Sloan-Kettering Cancer Center; **Tan Ince, MD, PhD**, Miller School of Medicine, University of Miami; **Edith A. Perez, MD**, Mayo Clinic; **Nadine M. Tung, MD**, Beth Israel Deaconess Medical Center, Harvard Medical School. Moderator: **Larry Norton, MD**, BCRF Scientific Director, Memorial Sloan-Kettering Cancer Center
- UNDERWRITERS:** Braver Philanthropic Fund, Credit Suisse, The Sol Goldman Charitable Trust, Evelyn and Leonard Lauder, The Ambrose Monell Foundation, Neiman Marcus, Barbara and Randall Smith
- CO-CHAIRMEN:** Donna Acquavella, Sandy Krakoff, Evelyn Lauder, Hillie Mahoney, Pauline Pitt, Tricia Quick, Hilary Geary Ross, Frances Scaife, Judith Schlager
- 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 October 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 for nine consecutive years, outperforming 99% of more than 5500 evaluated charities. Furthermore, the Foundation is consistently listed as an "A+" charity by The American Institute of Philanthropy (AIP). BCRF is the only breast cancer organization to receive AIP's top accolade, and is currently the only *cancer* organization to hold this ranking. For more information about BCRF, visit www.bcrfcure.org.