



THE BREAST CANCER RESEARCH FOUNDATION® PINK PROMISES LUNCHEON & SYMPOSIUM

- CONTACT:** Anna DeLuca
The Breast Cancer Research Foundation
annadeluca@aol.com
917-697-7500
- WHAT:** On Wednesday, October 12, 2011 **The Breast Cancer Research Foundation®** (BCRF) , together with event chairman **Stephanie Ginsberg** are expecting nearly 475 guests to attend the **Pink Promises Luncheon & Symposium** at Crest Hollow Country Club in Woodbury.
- During cocktail hour, 20% of sales from the Fashion Showcase will benefit BCRF. The luncheon will feature keynote speaker **Clifford Hudis, MD**, Chief of Breast Cancer Medicine Service at Memorial Sloan-Kettering Cancer Center and Chairman of the BCRF Scientific Advisory Committee. Nearly \$325,000 has been raised going into the event.
- The Pink Promises Awards** will be supporting **Lisa A. Carey, MD** (University of North Carolina, Chapel Hill) and **Shanu Modi, MD** (Memorial Sloan-Kettering Cancer Center/Conquer Cancer Foundation, ASCO). **The Pink Promises Award, in memory of Patricia L. Hansen**, will be supporting **James M. Ford, MD** (Stanford University School of Medicine).
- Expected to attend are designer **Tory Burch**, actress **Susan Lucci**, and make-up artist **Sonia Kashuk**.
- CHAIRMEN:** *Honorary Chairmen:* Tory Burch, Evelyn H. Lauder, and Susan Lucci
Event Chairman: Stephanie Ginsberg
- SPONSORS:** LEVIEV, Estée Lauder Companies, Evelyn & Leonard Lauder, C.O. Bigelow, Buller Family Foundation and Marjam Supply Company, BNY Mellon, and Tory Burch
- WHEN:** Wednesday, October 12, 2011
11:00 am – Cocktails & Fashion Showcase
12:00 pm – Luncheon
- WHERE:** Crest Hollow Country Club, Woodbury, Long Island
- 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 is awarding \$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, the only *cancer* organization to achieve this. For more information about BCRF, visit www.bcrfcure.org.

PHOTOGRAPHS AND INTERVIEWS BY REQUEST

60 EAST 56th STREET, 8TH FLOOR, NEW YORK, NY 10022 TEL 646.497.2600 FAX 646.497.0890 www.bcrfcure.org