



**THE BREAST CANCER RESEARCH FOUNDATION  
AWARDS \$36.5 MILLION AT 2011 SYMPOSIUM AND LUNCHEON**  
Andrea Mitchell opens program and Kenneth Chenault of American Express  
presents Humanitarian Award to Richard Anderson of Delta Air Lines

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**WHAT:** At **The Breast Cancer Research Foundation (BCRF) Annual Symposium and Awards Luncheon** on Wednesday, October 26, BCRF awarded \$36.5 million in grants to 186 investigators from the best scientific institutions across the United States, Canada, Latin America, Europe, the Middle East, Australia and Asia. Approximately 1,200 guests attended the Waldorf=Astoria to raise nearly \$2 million at the event. Since its inception in 1993, BCRF has raised more than \$330 million for research towards prevention and a cure for breast cancer in our lifetime.

Joined by four panelists, **Denise Grady**, *The New York Times* Health and Science Reporter, moderated the morning Symposium, entitled *Beyond the Headlines: Hype vs. Hope*, discussing breast cancer research and management in the news. BCRF Scientific Director **Larry Norton, MD** (Memorial Sloan-Kettering Cancer Center) opened the discussion, and **Clifford Hudis, MD**, Chairman of BCRF Scientific Advisory Committee (Memorial Sloan-Kettering Cancer Center), led the Q&A session.

Immediately following, NBC's Chief Foreign Affairs Correspondent **Andrea Mitchell** opened the BCRF Awards Luncheon. The **Jill Rose Award** for outstanding research excellence honored **Mina J. Bissell, PhD** (Lawrence Berkeley National Laboratory), in recognition of her work on the relationship between cancer biology and the three-dimensional structure of cells and tissues. The **Sandra Taub Humanitarian Award** was presented to **Richard Anderson**, CEO of Delta Air Lines, by **Kenneth Chenault**, Chairman and CEO of American Express, for his leadership in raising awareness of breast cancer around the globe and supporting lifesaving research.

Among the 1,200 guests, in attendance were **Hoda Kotb, Tory Burch, Aerin Lauder, Gigi Mortimer, Kay Krill, Jaime Gregory, Paula Zahn, Heather Leeds.**

**WHEN:** Wednesday, October 26, 2011

**WHERE:** Waldorf=Astoria, New York City

**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](http://www.bcrfcure.org).