



Founded in 1993 by Evelyn H. Lauder

**The Breast Cancer Research Foundation®
Celebrates 5th Anniversary of Westchester Hot Pink Luncheon and Discusses *Breast Cancer: Progress and Promise***

The Fifth Annual Westchester Hot Pink Luncheon was held on Tuesday, November 29 at Brae Burn Country Club. With over 200 guests in attendance, the event raised nearly \$240,000, making it the most successful Westchester Luncheon yet. The event was Co-Chaired by Ellen Brown, Debra Ezratty, Sheryl Kaye, Kim Meyers and Linda Plattus. Shelly Kivell, who founded this annual Luncheon in 2007, will be honored for her role as a community leader and her commitment to raising awareness for breast cancer research. Shelly spoke about her dedication to breast cancer research, and the achievement of the Westchester community funding the first “Westchester Women’s” researcher, Lyndsay Harris, MD from Yale University School of Medicine.

BCRF Scientific Director Larry Norton, MD “interviewed” Dr. Harris on breast cancer research efforts impacting “personalized” or individualized patient care. Several topics were discussed, including research and technological advances that have led cancer research to shift away from organ-specific studies. Until very recently, the central treatment option for cancer patients was surgery, and therefore cancer research “silos” were organized into breast, lung, colon, and such. However, tremendous advances in the understanding of cancer cell biology have led scientists to observe the commonalities in what promotes the growth and spread of different cancers. Dr. Norton concluded that the aim is to develop new drugs effective against not just one, but several types of cancer.

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About The Breast Cancer Research Foundation®

Founded by Evelyn H. Lauder in 1993, The Breast Cancer Research Foundation is an independent not-for-profit organization committed to funding scientific research to achieve prevention and a cure for breast cancer in our lifetime. In October 2011, BCRF awarded \$36.5 million to 186 scientists across the United States, Canada, Latin America, Europe, the Middle East, Australia, and China. With over 90 cents of every dollar donated currently being directed to breast cancer research and awareness programs, BCRF continues to remain fiscally responsible, while funding brilliant investigators at major medical institutions worldwide. For more information about BCRF, visit www.bcrfcure.org.

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