



THE BREAST CANCER RESEARCH FOUNDATION BOSTON PARTY SPONSORED BY BLACKBERRY AND VERIZON WIRELESS

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- WHAT:** **The Breast Cancer Research Foundation (BCRF)** honored and celebrated New England's premier breast cancer researchers at **The Boston Hot Pink Party**.
- Overall, nearly **300** people came out to help raise nearly over **\$490,000!** Breast cancer survivor and television journalist **Kelley Tuthill**, of **WCVB NewsCenter 5**, hosted the evening and raffled off a Swarovski encrusted BlackBerry designed by **Vera Wang** for BCRF. The Breast Cancer Research Foundation **Boston Humanitarian Award** was presented to **Larry Lucchino, President and CEO, Boston Red Sox** by **Mike Barnicle**, MSNBC political analyst.
- Noted Bostonians in attendance were: Red Sox owner, **John Henry**; Host Committee Members **Linda Pizzuti** and **Stacey Lucchino**
- WHEN:** **Thursday, May 7, 2009**
5:00pm – Symposium
6:00pm – Cocktails
7:00pm – Dinner & Program
- WHERE:** The Boston Harbor Hotel, 70 Rowes Wharf, Boston
- SYMPOSIUM:** The evening's festivities was preceded by an enlightening Symposium entitled "**Breast Cancer is Not One Disease: Now What?**" featuring a panel of five of New England's leading breast cancer experts discussing topics ranging from genetic diversity, focused treatment types, how genes influence treatment response, and the diversity in breast cancer patients and their response to treatment.
- PANELISTS:** Moderated by **Clifford Hudis, MD**, BCRF Scientific Advisory Committee, Memorial Sloan-Kettering Cancer Center; Panelists: **Nadine Tung, MD**, Beth Israel-Deaconess Medical Center; **Nancy Lin, MD**, Dana-Farber Cancer Institute; **Joshua LaBaer, MD, PhD**, Harvard Medical School; **Hyman Muss, MD**, University of Vermont, College of Medicine.
- UNDERWRITERS:** Premier Underwriter – **BlackBerry**
Hot Pink Underwriters – **Carl and Ruth Shapiro Family Fund** and **David Yurman**
- 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. Since its inception, the Foundation has raised more than \$237 million to support research at medical institutions across the globe conducting the most advanced and promising breast cancer research that will help lead to prevention and a cure in our lifetime. To date, nearly \$23 million has been directed to stellar scientists at New England medical institutions, and in October 2008, \$4.8 million was awarded to 25 New England-based scientists in Massachusetts, Connecticut, New Hampshire, Rhode Island and Vermont. BCRF's 2008 Jill Rose Award for outstanding scientific achievement was presented to Robert Weinberg, PhD, of the Whitehead Institute. BCRF perseveres in directing at least 85 cents of every dollar raised directly to research. And for the seventh consecutive year, BCRF received Charity Navigator's highest rating, four stars, thus outperforming over 99% of the evaluated charities, while the American Institute of Philanthropy has awarded BCRF its highest possible rating of A+. BCRF is the only breast cancer organization in the U.S. to receive these accolades. For more information, visit www.bcrfcure.org or call 1.866.FIND.A.CURE.

PHOTOGRAPHS AND INTERVIEWS BY REQUEST ONLY BETWEEN 6:00PM – 6:45PM

