



Sir Elton John and his Band Rock *The Hottest Pink Party Ever*
to Benefit The Breast Cancer Research Foundation®

New York, New York (April 9, 2008) –**The Breast Cancer Research Foundation’s** (BCRF) *Hottest Pink Party Ever* was back for another year of music, fun, and fundraising. The hottest ticket in New York City for the evening of **April 8th, 2008** featured a performance by **Sir Elton John and his Band** at the world-famous **Waldorf=Astoria**. This rare solo performance by Sir Elton John was in memory of his devoted friend and BCRF Advisory Board member, **Linda Stein**.

Businesswoman and actress **Elizabeth Hurley** once again emceed the year’s most talked about charity gala, which raised \$5 million for BCRF.

“Evelyn Lauder, you out-do yourself every year – and this year you have turned up the heat and topped it all, filling the Hottest Pink Room Ever with the Hottest People Ever,” said Hurley. “You, our guests, our friends our generous donors are here to support a great cause, and most of all, lets face it, we are all here to pay tribute to the Hottest Gal of all – our friend and inspiration Evelyn Lauder.”

I can never say thank you too often to those who support our work and especially those who have helped to make this the Hottest Pink Party Ever,” said Evelyn Lauder, BCRF’s Founder and Chairman. “We are hot on the trail and proud of the enormous progress The Breast Cancer Research Foundation is making.”

In addition to Hurley and John, several stars came out to support the Foundation, including **Gwyneth Paltrow, Padma Lakshmi**, Project Runway winner **Christian Siriano, Carson Kressley, Katrina Bowden, Lipstick Jungle’s David Alan Basche, Tommy Hilfiger, Donna Karan, Vera Wang** and Celebrity chef **Rocco DiSpirito**.

About The Breast Cancer Research Foundation®

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit 501(c) (3) organization dedicated to funding innovative clinical and translational research. The Foundation supports scientists at top universities and academic medical centers worldwide conducting the most advanced and promising breast cancer research that will lead to prevention and a cure in our lifetime. A minimum of 85 cents of each dollar donated to the Foundation goes directly to breast cancer research and awareness programs. In October 2007, \$32 million was awarded to 151 scientists across the United States and in Canada, Latin America, the Middle East, and throughout Europe. *Money* magazine named BCRF one of America’s eight top charities. 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.

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