



*****MEDIA ALERT*****

- CONTACT:** Anna DeLuca
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- WHAT:** **The Breast Cancer Research Foundation (BCRF)** will award over \$32 million in grants to 150 international researchers at the annual **BCRF Symposium and Awards Luncheon** – to support scientists at leading medical institutions worldwide conducting the most advanced and promising breast cancer research, towards the Foundation’s goal of prevention and a cure in our lifetime.
- WHEN:** Tuesday, October 16, 2007
- WHERE:** The Waldorf-Astoria
- SYMPOSIUM:** **“Starve a Cancer, Stop Its Growth: Advances in Anti-Angiogenesis”** featuring a panel of six of the world’s leading breast cancer experts. Researchers will discuss the latest advances in research, making new findings accessible to educate the public in the ways research has changed their future and is saving lives.
9:45 – 11:30 A.M.
- PANELISTS:** **Robert Benezra, PhD**, Memorial Sloan-Kettering Cancer Center; **Nancy E. Davidson, MD**, Johns Hopkins University; **Laura J. Esserman, MD, MBA**, University of California, San Francisco, **Judah Folkman, MD**, Children’s Hospital, Harvard Medical School; **George W. Sledge, Jr., MD**, Indiana University School of Medicine. Moderator: **Larry Norton, MD**, Memorial Sloan-Kettering Cancer Center.
- LUNCHEON:** **Jill Rose Award** for outstanding research excellence to **George W. Sledge, Jr., MD**, of the Indiana University School of Medicine, for his stellar research in anti-angiogenesis which has hastened the development of effective new treatments for breast cancer. Dr. Sledge specializes in the study and treatment of breast cancer and directed the first large, nationwide study on the use of paclitaxel (Taxol) to treat advanced breast cancer. His involvement with the design and implementation of pivotal trials such as this one has been critical in the development of adjuvant therapies to improve the survival rate among women with this form of the disease. Dr. Sledge’s recent research focuses on novel biologic treatments for breast cancer, particularly the development of anti-angiogenic therapy (treatment that is designed to prevent the development of new blood vessels in human cancers).
12:00 – 2:00 P.M.
- Humanitarian Award** presented to **Katie Couric**, in recognition of her role in demystifying cancer and heightening awareness of the urgency of early detection and screening. Ms. Couric is anchor and managing editor of the **CBS Evening News with Katie Couric** and also a **60 Minutes** correspondent and the anchor of **CBS News** primetime specials. Presented by: First Lady of the State of New York, **Silda Wall Spitzer**.
- SUMMARY:** 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 genetic research. A minimum of 85 cents of each dollar donated to the Foundation goes directly to breast cancer research and awareness programs. The Foundation has received the highest rating from Charity Navigator, four stars, for six consecutive years, which means BCRF has outperformed over 99% of more than 5,000 evaluated charities in efficiently managing its finances. *Money* magazine named BCRF one of America's eight top charities. Additionally, *Marie Claire* magazine cited BCRF as one of its top ten charities. For more information, visit bcrcure.org or call toll-free 1.866.FIND.A.CURE.