



**\*\*\*MEDIA ALERT\*\*\***

- CONTACT:** Anna DeLuca  
The Breast Cancer Research Foundation  
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- WHAT:** **The Breast Cancer Research Foundation (BCRF)** will award nearly \$35 million in grants to 166 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:** Wednesday, October 29, 2008
- WHERE:** The Waldorf=Astoria, New York City
- SYMPOSIUM:** **“Not All Cancer Cells Are Alike: Identifying the Cells That Grow Into Cancers, and What We Can Do About Them”** featuring a panel of five of the world’s leading breast cancer experts. Researchers will discuss the latest advances in research on how cancer originates to educate the public on how research is saving lives and will change the future.  
**9:45 – 11:30 A.M.**
- PANELISTS:** **Joan S. Brugge, PhD**, Harvard Medical School ; **Michael F. Clarke, MD**, Stanford University School of Medicine; **Charlotte Kuperwasser, PhD**, Tufts University School of Medicine, **Hope S. Rugo, MD**, University of California, San Francisco; **Robert A. Weinberg, PhD**, Whitehead Institute for Biomedical Research. Moderator: **Larry Norton, MD**, Memorial Sloan-Kettering Cancer Center; BCRF Scientific Director
- LUNCHEON:** **Jill Rose Award** for outstanding research excellence will honor **Robert A. Weinberg, PhD**, of the Whitehead Institute for Biomedical Research, for his stellar research in discovering the first human oncogene and the first tumor suppressor gene. Dr. Weinberg is an internationally recognized authority on the genetic basis of human cancer and the focus of his research is to determine how oncogenes, their normal counterparts (proto-oncogenes), and tumor suppressor genes fit together in the complex circuitry that controls cell growth. More recently, his group has succeeded in creating the first genetically defined human cancer cells.  
**12:00 – 2:00 P.M.**
- Humanitarian Award** presented to **The Honorable Michael Bloomberg**, in recognition of his leadership as Mayor of the City of New York and private philanthropist; and his healthy living, eating and smoke-free initiatives. To date, he has donated more than \$1.4 billion to a wide variety of causes and organizations through Bloomberg Philanthropies, the umbrella group that comprises his personal, corporate, and foundation giving. The award will be presented by **Bernadette Peters**, two-time Tony Award-winner and one of Broadway’s brightest stars.
- 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 translational 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 seven consecutive years, which means BCRF has outperformed over 99% of more than 5,000 evaluated charities in efficiently managing its finances. Additionally, the Foundation received an “A+” rating from the American Institute of Philanthropy. For more information, visit [www.bcrfcure.org](http://www.bcrfcure.org) or call toll-free 1.866.FIND.A.CURE.

**PHOTOGRAPHS AND INTERVIEWS BY REQUEST ONLY BETWEEN 11:00AM – 12:00PM**

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