



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

NEW YORK RACING ASSOCIATION HONORS THE BREAST CANCER RESEARCH FOUNDATION®

CONTACT: Anna DeLuca
The Breast Cancer Research Foundation
(646) 497-2609 office
(646) 497-0890 fax
(917) 697-7500 cell

Ed Lewi/Ed Lewi Associates
The New York Racing Association
(518) 383-6183 office
(518) 383-6755 fax

On Alabama Day, Saturday, August 22nd, the New York, Racing Association will be honoring The Breast Cancer Research Foundation (BCRF) at Saratoga Racetrack. The race preceding the Alabama will be dedicated to BCRF. Myra Biblowit, President, will be in the winners circle presenting the winning trophy and will receive a donation from NYRA.

WHEN: Saturday, August 22, 2009, 5:00PM (TBC)

WHERE: Saratoga Racetrack, Saratoga Springs, New York

SUMMARY: **The New York Racing Association, Inc. (NYRA)** Founded in 1955, and franchised to run Thoroughbred Racing at New York's three major tracks through 2033, the New York Racing Association boasts a lineage that actually stretches back almost 150 years. The NYRA tracks are the cornerstone of the state's thoroughbred businesses which contributes more than \$2 billion annually to New York State's urban, suburban and rural economy. In 2008, 1,735,715 people attended the live races at NYRA tracks. Factoring nationwide off track wagering, the average daily betting handle on NYRA races alone totals more than \$9.7 million every race day.

The Breast Cancer Research Foundation® (BCRF) 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 2008, \$34.5 million was awarded to 166 scientists across the United States and in Australia, Canada, Latin America, the Middle East, and throughout Europe. 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