

DAVID YURMAN

DAVID YURMAN HOSTS A SPECIAL EVENING CELEBRATING
THE BREAST CANCER RESEARCH FOUNDATION®

CONTACT: Melissa Duren
HL Group, LLC
853 Broadway, 18th Floor
New York, NY 10003
mduren@hlgrp.com
212.529.5533 x 243

WHAT: David Yurman, America's renowned fine jewelry and timepiece designer, hosted an event for guests to preview the latest David Yurman jewelry, eyewear and fragrance collections. A percentage of proceeds from the evening's sales benefitted BCRF, a not-for-profit organization dedicated to funding innovative clinical and translational breast cancer research.

The shopping event kicked off BCRF's Boston Hot Pink Party in May, which celebrates BCRF's commitment to the Boston community, where nearly \$23 million has been directed to stellar scientists at New England medical institutions. The annual Boston Hot Pink Party was hosted by Evelyn Lauder and emceed by Kelley Tuthill of WCVB NewsCenter 5.

WHEN: Tuesday, April 7th, 2009
6:00 PM to 8:00 PM

WHERE: David Yurman, Copley Place, Boston, MA

ABOUT: DAVID YURMAN

David Yurman is a phenomenon in the world of fine jewelry and timepieces. Established in 1980 and based in New York, David Yurman is today recognized as America's leading fine jewelry and luxury timepiece brand for men, women and children. David Yurman's signature gold and silver designs, diamonds, pearls, gemstones, and Swiss-crafted timepieces are renowned for capturing the essence of relaxed American luxury. The collections are sold at David Yurman retail stores and at authorized fine jewelry and timepiece retailers. For more information on David Yurman visit the company website at www.davidyurman.com.

THE BREAST CANCER RESEARCH FOUNDATION® (BCRF)

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.

