The Breast Cancer Research Foundation and Good Morning America’s Amy Robach Kick off October With #BeTheEnd Campaign

Lifetime rallies around #BeTheEnd with PSA featuring Project Runway’s Heidi Klum

New York, NY, September 30, 2014 – The Breast Cancer Research Foundation (BCRF) is proud to announce its #BeTheEnd campaign for Breast Cancer Awareness Month and throughout the year. The call to action was built from the belief that research will bring an end to cancer and everyone has the power to play a role in eradicating the disease.

“We are all part of the solution,” said Myra Biblowit, President of BCRF. “We want to empower the public to be the end of cancer by joining us to help fuel the research today needed to save lives tomorrow. We believe that research has the power to bring an end to cancer. When you donate to BCRF, every dollar has an impact because research produces results and will lead us to prevention and a cure.”

Joining BCRF in its pursuit to turn awareness into action is Good Morning America anchor and breast cancer survivor Amy Robach. Last October, Robach received her first mammogram on air only to discover she had breast cancer. She has partnered with BCRF as an ambassador promoting breast health and the importance of research to help inform and activate the public. On October 9, Robach will also host the foundation’s annual Symposium & Awards Luncheon, which will honor ABC veteran and broadcast legend Barbara Walters for her humanitarian efforts.

“We couldn’t be more thrilled to welcome Amy to the BCRF family,” said Leonard Lauder, BCRF Co-Chairman. “Not only did she demonstrate incredible poise and strength during her journey with breast cancer, but she also is using her experience to advocate for the cause and galvanize women and men across the nation.”

BCRF Scientific Director Dr. Larry Norton and grantee Dr. Edith Perez have also joined ABC’s October initiative, Pink Pledge, as leading breast cancer experts.

Lifetime also signed on to support #BeTheEnd through a number of platforms including a public service announcement featuring Heidi Klum, the Emmy-winning host and executive producer of Project Runway. The PSA will run across Lifetime’s broadcast and digital channels. Lifetime further solidified its partnership with BCRF by sponsoring in part the foundation’s fundraiser at the Waldorf Astoria. This year marks Lifetime’s 20th anniversary advocating for the end of breast cancer.

Beginning October 1, BCRF will launch a number of engagements as part of #BeTheEnd:

• Breast Cancer Research Symposium & Awards Luncheon – Each October, BCRF hosts two signature events in New York and Boston establishing its position as a leading global resource on
breast cancer research and innovation. In New York, BCRF will award $47 million in annual grants as more than 220 researchers from around the world come together to shed light on the critical advances made possible by the foundation’s support. In addition, BCRF is committing $11.6 million this year through the Evelyn H. Lauder Founder’s Fund to support an international research initiative focused on breast cancer metastasis. In Boston, BCRF grantees from New England’s top medical institutions will offer scientific insight on the ever-changing breast cancer landscape in an open forum with the public. Learn more at www.bcrfcure.org/events.

- **Shop Pink** – BCRF’s corporate partnerships program harnesses the power of many of the world’s most iconic and beloved brands to fund lifesaving research. Shop Pink features products, retail activations, employee fundraising, and social engagement programs from BCRF’s more than 130 corporate partners. Each program triggers donations to support BCRF research. For more information, visit www.bcrfcure.org/shop-pink.

- **#BeTheEnd Fundraising Platform** – BCRF’s newly designed website features an interactive fundraising platform that helps to make raising money for research fun and easy in October and all year long. Learn more at www.bcrfcure.org/fundraise.

- **#BeTheEnd Social Media Campaign** - BCRF wants to empower its supporters to share their stories on Facebook, Twitter and Instagram and to encourage them to #BeTheEnd of breast cancer and all that comes with it—fear, hospital visits, needless suffering and losing loved ones.

Join BCRF and #BeTheEnd of breast cancer.

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**About BCRF**
The Breast Cancer Research Foundation (BCRF) advances the world’s most promising research to eradicate breast cancer. Founded by Evelyn H. Lauder in 1993, BCRF has raised more than $500 million to fuel discoveries in tumor biology, genetics, prevention, treatment, survivorship and metastasis. This year, BCRF will invest $47 million in annual grants to more than 220 researchers at leading medical institutions across six continents, making the foundation one of the largest non-governmental funders of breast cancer research in the world. Through its Evelyn H. Lauder Founder’s Fund, BCRF has also committed $11.6 million in 2014-15 to an international research initiative focused on breast cancer metastasis. By spending 91 cents of every dollar on research and public awareness, BCRF remains one of the nation’s most fiscally responsible nonprofits. BCRF is the only breast cancer organization with an "A+" from CharityWatch, and has been awarded Charity Navigator’s highest rating of four stars 12 times since 2002. Join us at www.bcrfcure.org.

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