

PINK PRESS

A Tribute to
Leonard A. Lauder

FALL 2015



Kelley Tuthill

A Story of
Motherhood
and Survival

9 Tips for
**Fundraising
Success**

**Partners in
Action** Recap

Official Publication of the **Breast Cancer Research Foundation**



"When you read about the progress we've made... remember that you played a critical role in these achievements."

Dear Friends,

As we welcome the crisp air of fall, I can't help but marvel at all that we've already accomplished this year, and with your help, all that we will accomplish.

This year, we paid homage to the legendary Leonard A. Lauder at our annual Hot Pink Party in New York City, celebrating his unparalleled commitment to ending breast cancer. We recognized Elizabeth Hurley for her far-reaching efforts to raise awareness of the devastating disease and honored ABC News Anchor and breast cancer survivor Amy Robach and her husband, entrepreneur Andrew Shue, at our Boston Hot Pink Party.

We watched in admiration as Davina McNaney ran 470 miles in 15 days—just two years after being diagnosed and treated for breast cancer—as a demonstration of her will to "pay it forward" by raising money for life-saving research.

We marked ten years of partnership with ANN INC. and have reached nearly \$50 million in support from our longest standing partner, The Estée Lauder Companies.

When you read about the progress we've made, the lives we've changed and the promise that lies ahead—remember that you played a critical role in these achievements.

Since 1993, BCRF-funded investigators have been deeply involved in every major breakthrough in breast cancer prevention, diagnosis, treatment and survivorship. Each and every donation continues to make this possible.

As we look forward to the rest of the year and all the discoveries that lay in wait, your renewed support will propel the next breakthrough and each one after that—until we end breast cancer.

At our upcoming New York Luncheon and Symposium Joan Lunden will join us as we honor BCRF Board Member Tory Burch with the Sandra Taub Humanitarian Award. I hope to see you there!

With my warmest regards and my deepest gratitude,

Myra J. Biblowit
President and CEO
Breast Cancer Research Foundation

#BeTheEnd

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Advancing Our Understanding



BCRF and Springer Launch New Series Showcasing Innovative Breast Cancer Research

In June, scientific publisher Springer in collaboration with BCRF published the first in a planned series of volumes encompassing important cohesive themes in the area of breast cancer research with the aim to conceptually advance the field. The volume, "Improving Outcomes for Breast Cancer Survivors," edited by BCRF Scientific Advisory Board member and grantee Dr. Patricia A. Ganz and 16 contributing authors all supported by BCRF, offers a comprehensive review on progress made in breast cancer survivorship and research that is underway or in development.

The volume focuses on patient-centered outcomes of breast cancer including persistent symptoms in survivors such as fatigue and cognitive dysfunction as well as chronic health risks resulting from breast cancer and its treatments.

"It was a pleasure to work with so many distinguished colleagues on this volume," said Dr. Ganz. "Contributing to and editing the content in this book has been a wonderful opportunity—it is tremendously heartening to see all of the exciting areas of research focused on survivorship outcomes made possible by BCRF funding. Our research is having an enormous impact on the lives of women who have been diagnosed with breast cancer." 🌸

Coming Next BCRF Scientific Advisory Board member and grantee Dr. Vered Stearns will serve as editor of the upcoming Springer volume on *Novel Biomarkers*. The volume will focus on what we've learned about biomarkers and ways we can utilize them to find the best treatment for each patient.

BCRF Grantee Nancy Davidson Named AACR 2015–16 President-Elect

The American Association of Cancer Research's (AACR) annual meeting, which was held on April 18–22 in Philadelphia, is the largest cancer research gathering in the world. It attracts basic and clinical scientists, as well as representatives from industry, patient advocacy and governmental regulatory agencies.

A highlight of the meeting included the appointment of Nancy Davidson, MD, a BCRF grantee since 1998 and longstanding member of the BCRF Scientific Advisory Board, as 2015–16 President-elect of AACR, following current president Dr. José Baselga and past president Dr. Carlos Arteaga, both also BCRF grantees. As yet another leading breast cancer researcher—and BCRF grantee—takes the helm of the AACR, it is clear that the field of breast cancer research often informs cancer research as a whole.

"I am excited to become part of AACR's leadership team, to have the opportunity to support that mission and join the long



list of BCRF grantees and breast cancer specialists who have served in this role," Dr. Davidson said. While one of the continued priorities for AACR is to focus on ways to advance cancer research to have the greatest impact on patient care, she says significant strides have already been made.

"I think a lot has changed over the last 50 years and I think the trajectory of change is only going to get steeper," she said. "The progress over the next couple of decades will be far more and in ways we can hardly even imagine." 🌸

New Device Brings Us Closer to Understanding Metastasis, The Key to Treating Cancer



Metastasis occurs when cancer cells break away from a tumor and travel to distant parts of the body—for which no curative treatment

exists. It is a mystery why some cells are able to travel through the body while others are not. Researchers from the University of Michigan, comprising a team of oncologists and engineers, have developed a new technology to help unlock this code.

A new study released in the online journal *Scientific Reports* describes a device that is able to sort cells based on their ability to move. The device allows

researchers to take the sorted cells and compare the ones that are highly mobile to the ones that are less mobile. Understanding the differences in gene expression between these two types of cells can help identify why some cancer cells can spread to other parts of the body.

"A primary tumor is not what kills patients. Metastases kill patients. Understanding which cells are likely to metastasize can help us direct more targeted therapies to patients," says study co-author Sofia D. Merajver, MD, PhD, Scientific Director of the Breast Oncology Program at the University of Michigan Comprehensive Cancer Center, and BCRF grantee supported by funds from Delta Air Lines.

While further testing is needed before it can begin to impact patient care, the new device signals undeniable progress towards better understanding metastasis. BCRF's Evelyn H. Lauder Founder's Fund is exclusively dedicated to this goal—the results of which will save lives and may span across the entire cancer spectrum. 🌸

Read More about this and other studies published by BCRF grantees at bcrcure.org/blog

Advancing Our Understanding



BCRF and Nature Launch Open-Access, Online Research Journal

In partnership with Nature Publishing Group, the internationally renowned publisher of high impact scientific and medical information, BCRF has launched npj Breast Cancer, an open-access research journal devoted to breast cancer research.

“Our collaboration with the Nature Publishing Group will provide BCRF an exceptional opportunity to serve the scientific community and the general public in several ways,” said Dr. Norton, BCRF Scientific Director. He and Chairman of BCRF Scientific Advisory Board Dr. Clifford Hudis serve as the journal’s editors-in-chiefs, and many BCRF grantees sit on the editorial board, collectively representing many different fields of science and medicine.

“With npj Breast Cancer, we plan not only to report important new findings in breast cancer research but also to capture the creativity, controversy, and deep thought intrinsic to the process,” said Dr. Norton, who is Medical Director of the Evelyn H. Lauder Breast Center at Memorial Sloan Kettering Cancer Center.

Since BCRF’s founding, the Foundation has underscored the critical tenet of collaboration in research—across institutions and disciplines. The results are clear: BCRF funded investigators have been deeply involved in every major breakthrough in prevention, diagnosis, treatment and survivorship since 1993. The launch of npj Breast Cancer in June 2015 is a great step towards fostering and further expanding this model of knowledge sharing. ↻

Access the Journal Online
nature.com/npjbcancer

Meet the Researcher



Dr. Ben Ho Park On the Path to Discovery: The Promise of Liquid Biopsies

Dr. Ben Ho Park’s research at Johns Hopkins University focuses on finding mutated or altered genes responsible for breast cancer initiation and growth or resistance to anti-cancer drugs. He received his first BCRF grant in 2008, fueling his work on a gene called PIK3CA that is frequently mutated in breast cancer. With continued BCRF support, Dr. Park and his group developed anti-PIK3CA drugs and after successful laboratory experiments, needed to test the drugs in real patients with PIK3CA mutations. Over the next several years, he directed his efforts in applying a new technology called digital PCR to measure this mutation in the blood.

With support from BCRF, Dr. Park and his research team have led the field in refining the technology to measure tumor DNA in breast cancer patients with a simple blood draw. The concept of using blood as a liquid biopsy has emerged as a promising and exciting alternative to the more invasive methods of tissue biopsy for monitoring breast and other cancers.

While there are currently challenges associated with capturing accurate information from blood samples, there is enormous potential—it could serve as a litmus test for how well a therapy is working, or identify patients who might benefit from targeted therapies available through clinical trials.

BCRF What are we talking about when we use the term liquid biopsy?

DR. PARK Most of us in the cancer field are talking about blood and how we can use blood to gain information about a patient’s cancer. In the cancer field, the concept of liquid biopsy as a replacement

for tissue biopsy is focused on two biologic factors, circulating tumor cells (CTCs) and circulating tumor (ct)DNA (or more specifically plasma tumor (pt) DNA). We know that when solid tumors metastasize they have to travel through the blood to get to a distant site, so there’s an opportunity to capture those cells (CTCs) as they traverse from the breast to the various places in the body. Once isolated from other cells in the blood, CTCs can be analyzed for the types of proteins on the surface or inside the cells, as well as for mutations in genes. The second factor, ctDNA, is something our group has been working on and here we are focusing on DNA or RNA—the genetic material that is shed by the tumor cell into the circulation, rather than whole cells.

BCRF What has to happen before liquid biopsies become a part of usual care for cancer?

DR. PARK We need time, resources and clinical trials to answer these questions and this is a huge focus of BCRF’s **Evelyn Lauder Founder’s Fund**, which I believe is going to provide the clinical validation we urgently need. The power of Founder’s Fund studies is having the opportunity to assess how the disease is changing over time and in response to therapy that will allow us to definitely say that the gene mutations found in ctDNA reflect the tumor mutation profile at the metastatic sites.

Our group is also in the process of initiating clinical trials that will begin to get at the level of evidence we need, including a trial that we hope to launch soon through the **Translational Breast Cancer Research Consortium (TBCRC)**, also supported by BCRF. In this trial, which will involve multiple TBCRC clinical sites, we will be collecting blood in patients with early stage breast cancer to see whether or not the absence of ctDNA in the blood can predict response to neoadjuvant therapy, a concept I call liquid pathologic complete response (pCR)—pCR being a clinical measurement of no residual disease.

History is replete with examples where we’ve jumped the gun and made mistakes because intellectually something makes sense, or because a small group of patients does well. We have the opportunity to do this the right way, so let’s do it the right way, even if it takes more time, and it will. At the end of the day, we have to prove that liquid biopsy is as good as we think it is or maybe it won’t be and we can learn from that experience. ↻

Editor’s Note The interview excerpt is available in full at bcrcure.org/blog



Kelley Tuthill: A Story of Survival and Surprising Motherhood

Boston news reporter Kelley Tuthill on having her third child years after completing breast cancer treatment.

Mother's Day was particularly poignant for Kelley Tuthill this year. The 44-year-old WCVB news reporter from Boston was pregnant with her third child—a daughter. For any expectant mom this would be a considered a blessing, but for Tuthill this was a two-fold surprise.

In 2006, Tuthill had just given birth to her second child when she was diagnosed with breast cancer. She was 36 years old and a mother to two young daughters: a six-month-old and two-and-a-half year old. With no family history of the disease, she was frozen with fear when she learned of her diagnosis.

"As difficult as it was to lose a breast and to lose my hair, ultimately all I wanted was to not lose my life. I wanted to be here for my daughters," Tuthill said.

After undergoing surgery, chemotherapy and radiation, Tuthill successfully completed her treatment in 2007 and has remained in remission ever since. For five years post-treatment, she took tamoxifen, an estrogen-blocker, to prevent the cancer from reoccurring. Given her course of treatment as well as her age, she did not expect nor plan for a third child.

"To be here all these years later and to celebrate Mother's Day and to be blessed to be pregnant again with a third daughter, it's really about the best thing that could ever happen to anyone," Tuthill said.

But Tuthill's triumph did not come without its hurdles. Her tumor, which was HER2-positive, was aggressive. It was successfully treated with trastuzumab, a targeted therapy known as Herceptin®—

a medicine developed thanks to early clinical trials supported by BCRF funding. The drug has been proven to decrease the risk of recurrence in HER2-positive cancers by 50 percent.

"I'm living proof that research is what saves lives," Tuthill said referring to her Herceptin® treatment. "It's not some abstract concept."

"I'm living proof that research is what saves lives," Tuthill said.

Tuthill, who learned about BCRF during her course of treatment from other women diagnosed with breast cancer, has become a strong supporter of the organization's mission to eradicate the disease by funding the world's most promising research.

"I'm happy for what I've been able to survive and overcome—but we're not finished yet," Tuthill said. "I don't even want to think about who's out there right now waiting for the next breakthrough. There's no time to waste. We owe it to women everywhere to find a cure."

Since going public with her experience, Tuthill has met people whose family members have succumbed to HER2-positive breast cancer before Herceptin® was available.

"I'm always stunned when I hear that and I don't know what to say," Tuthill said. "There's an expression that you just try to live another day hoping your cure will come. Thanks to BCRF, my treatment was there when I needed it."

On August 9, Tuthill and her family welcomed the newest member of their family: Scarlett. For Tuthill, baby Scarlett's arrival makes her hope even more for a world where more women will have outcomes like hers. She credits research to her recovery—and believes more breakthroughs will let other women diagnosed with breast cancer return to their families or start their own if they choose.

"I want to make sure every mother out there gets past her disease and gets to raise her children as well," Tuthill said. "I know too many children growing up without their mothers. It has got to stop."

Next Kelley Tuthill will host the Boston Symposium & Luncheon on October 23, 2015.



Davina McNaney Shares her Story After Completing a 467-Mile Run for Breast Cancer Research

Davina McNaney, 42 year mother of two and breast cancer survivor, made an impressive decision: she was going to run from her house in Pinckney, Michigan to her childhood hometown of Sodus Point, New York. It was something ambitious, something that wouldn't go unnoticed—and it had to be done.

"Last May I woke up and said, 'I want to run home. I want to run all the way to New York for breast cancer research,'" McNaney told BCRF. "Why? Because research is a big deal."

Today, after successfully completing her 467-mile feat, she reflects on the journey that changed her. One of the strongest memories took place on the third day of her run when her body almost shut down. Her knees, which have never caused her pain before,

were killing. Her pace was significantly slower because of it—and the 80-degree heat wasn't helping. With her husband Steve's help, she was given two knee braces and a cooling cloth to power through. The next day, the temperature was even hotter: 87 degrees.

Her mind proved to be her saving grace. Her inner resilience and the support of family, friends and strangers along the route gave her the strength to cross her 467-mile finish line on July 3. More than 200 cheering onlookers welcomed her to Sodus Point, New York—a destination that took her 15 days to reach after starting in Pickney, Michigan.

She far surpassed her initial \$5,000 fundraising goal by raising more than \$20,500 for BCRF.

"I learned that the further you stick your neck out to show others how

dedicated you are to a project, the easier it is for them to get behind you," Davina said. "It was wonderful to hear my totals creep up every day. It definitely kept me focused on my goal. Just run!"

And she did. Through two days of extreme heat and four days of heavy rain, Davina kept going. By the end of her run she wore two knee braces, had a severely swollen ankle, numb feet, blistered toes, black toenails and she lost 11 pounds.

But through the tough times came moments of profound kindness that kept Davina on track. When Davina crossed through Geneva, Ohio, local resident Michelle Hawk brought firefighters and her church group to cheer Davina on.

"She even drove all the way from Ohio to see me cross the finish line in New York!" Davina said. She hopes her journey will inspire others to tackle any challenges that come their way.

"Running gave me hope during my darkest hours in my bout with breast cancer," Davina says. "I gained my strength back from running and am now doing it to give hope to others. I want all victims of cancer to know that they can do anything that they put their mind to—there is nothing they cannot overcome!"



Paint the Porch Pink, A Tribute to Friendship

After watching her best friend of more than 30 years Roxanne die of metastatic breast cancer, Carol McCarthy struggled with a way to honor her memory. She grappled with grief and couldn't bear to involve herself in anything that could remind her of the pain she witnessed firsthand.

That was until she joined the Porch Club of Riverton, New Jersey. The 125-year-old organization champions women's causes and gave Carol the idea to host a unique event to benefit breast cancer research. Carol didn't want it to be just "a walk." She wanted the day to be something Roxanne would have loved.

This was how Paint the Porch Pink was born. The event, now in its third year, has raised \$34,000 for BCRF. Walkers participate in a 5 km stroll around the town that straddles the Delaware River where they visit historic homes with decorated pink porches, sip pink lemonade and listen to live music.

"Every day I asked Rox to send me someone like her because I missed her so badly. But, it never happened," Carol told BCRF. "I realized, that through my membership in the Porch Club and my involvement in Paint the Porch Pink, instead of sending me one friend, Roxanne sent me a whole bunch of new friends."

While no one can replace the closeness Carol had with Roxanne, she credits fundraising for breast cancer research as her way of moving forward. "In honoring my best friend in this way, I found a path to healing, personal growth and many friendships," she added.

To read a full Q&A with Carol visit bcrfcure.org/blog

9 Fundraising Tips from Some of BCRF's Most Successful Independent Fundraisers

At BCRF we are exceptionally grateful for the thousands of supporters who have devised fun and innovative ways to raise funds for lifesaving breast cancer research. Whether they have just begun their fundraising efforts or they are veteran supporters—we wanted to share the secrets that led to their success. Let these tried and true tips help jumpstart or advance your next BCRF fundraising initiative.



In 2004, years after she watched her sister and close friends receive breast cancer diagnoses, **Brenda Young** started Bunco for Breast Cancer of Arizona. More than 100 women attend the annual event that has raised nearly \$120,000 for BCRF. Here are Brenda's tips:

1 Don't be afraid to ask for the moon when seeking outside donations.

Often companies and individuals are looking for great local events to support especially when one can demonstrate fiscal responsibility—discuss how the funds are used to support the cause.

2 Linking the donation amounts back to the hours of research supported helps people understand their impact.

On event day we use incentives (little tokens) to help encourage the player to bump up their purchase of raffle tickets to sponsor at least one hour of research. Often these are items they can wear around the event if desired.

3 Don't take rejection from a sponsor personally.

Thank them and ask when would be a better time to ask for next year. Or better yet, invite them to be your guest at this year's event. This might help them realize the value of the event and want to be a sponsor in future years.

4 On event day, keep it happy, fun, and upbeat.

This helps demonstrate we are winning the battle against this devastating disease: one hour of research at time.

After watching his sister-in-law undergo breast cancer treatment and eventually succumb to the disease nearly five years ago, **Loren Balkowitsch** launched two initiatives in her honor: the Volkowitsch Open charity golf event and Give 5 To Cancer. The two events combined have raised more than \$71,000 for BCRF. Loren says:

5 It doesn't matter how large or small your donation is, don't let anyone discourage you from doing your best.

When I first started Give 5 To Cancer my first check donated was \$11, now they are around \$400 a month. The \$11 is just as important as the \$400 because it is a group effort and it all adds up, so if you just want to do a small event or fundraiser, do it because it all matters!

After her best friend of more than 30 years Roxanne died of metastatic breast cancer, **Carol McCarthy** started Paint the Porch Pink in her town of Riverton, New Jersey. The event has raised more than \$34,000 for BCRF. Carol advises:

6 I think a lot of people are afraid to take on fundraising.

They can't see themselves doing it. That it's a special kind of person. It's not. It's anyone. Anyone can find a way to raise money. I guarantee they will feel really good, meet lots of new people and help with their healing.

Ally Michaels, 16, Lauryn Streid, 17, and Camryn Streid, 15, organize Real Swimmers Wear Pink—a swim clinic that benefits BCRF. In the past three years the event has raised more than \$26,000 for BCRF. Here's what the entrepreneurial trio had to say:

7 Ally suggests: Set your goals high and always remember what a big difference you're making to someone.

Furthermore, make sure to always be organized, plan well in advance and give yourself plenty of time for surprises, and don't be afraid to ask others for help!

8 Camryn suggests: If you want to do something to make a change, go with your heart.

Do what you think will make a difference and go with what you know is right.

9 Lauren suggests: Keep trying your hardest.

It doesn't matter how much you make because every cent matters for this amazing cause! Sometimes things get tough or things don't go your way but it's always good to remain positive because everything works out in the long run. 🌸





Carol Edwards Shares Her Story

For more than a decade, BCRF's Manager of Independent Events has been the voice for the organization's grassroots fundraisers

Whenever Carol picks up the phone, she has to be prepared. For the past 11 years, she has been the person BCRF fundraisers call for advice, ask questions and brainstorm creative ways to support lifesaving breast cancer research.

"I love working with our independent fundraisers. Their resilience and passion—that's what gets me up in the morning," Carol, who is the manager of gift administration and independent events at BCRF, said. Longtime supporters know Carol by name—or at least recognize her by her distinctive Jamaican accent—and together they develop lasting relationships.

Her efforts along with the guidance provided by BCRF deputy director and chief program officer Peg Mastrianni has led to more than a 300 percent increase in donations from BCRF grassroots fundraisers in the past five years: from just over \$652,000 in 2010 to nearly \$3 million raised in 2015.

"It's really taken off," Carol said referring to the significant growth of independent fundraisers. At first she was hired as a database administrator, then in 2009 she was promoted to manager of gift administration and independent events. "I think it helps to have a real person on the other end of the line, giving organizers guidance, ideas and support to make sure their events succeed," she said.

While Carol has sent support material including pink bracelets and pink ribbons to event organizers across the nation, she has spent an equal amount of time listening to personal stories from supporters and how they have been impacted by breast cancer. These can range from hearing post-treatment updates to learning that the disease has progressed.

"A few people have called me to say goodbye," Carol said recalling these emotional moments. "They explain that the cancer has spread and the doctors

have informed them their time is coming to an end. They sound so strong and upbeat, it's hard to believe."

While these moments are incredibly tough, they remind her of the importance of BCRF's mission.

"That's why I continue to work for BCRF," Carol said. "I hope we will find a cure and I feel strongly about it."

BCRF fundraisers nationwide feel the same way. Whenever the opportunity allows, Carol enjoys spending time with independent fundraisers at their events. She has gone to Vermont to watch Bikers for a Cure—a 145-mile ride across the New England countryside. Last year she joined a group of police officers, firemen and other public service members from the tri-state area as they went off-roading for the cause.

Regardless whether she meets fundraisers in person or only speaks to them over the phone, they share the same passion to find ways to fuel research hours, she said.

And for those contemplating starting a fundraiser of their own, Carol says she has witnessed many simple tasks that go a long way. From organizing workplace lunches to birthday parties, she remains astounded at the different ways people have raised funds for research.

"If it's dancing, making a meal or even skipping—you would be surprised all the different things people do," she said. It's this simplicity and the freedom instilled in BCRF fundraisers that have empowered them to continue to fundraise year after year. Carol hopes this will encourage more people to follow in their footsteps.

"Just go and do it," she says. "Don't hesitate to give me a call." 🌸

Cindy Citrone, Champion for Research, Joins BCRF Board



BCRF's forward trajectory has just been kicked into high gear with Cindy Citrone's appointment to the Board of Directors.

Breast cancer survivor

and recipient of the 2014 Roslyn and Leslie Goldstein Unsung Hero Award at BCRF's Annual Hot Pink Party, Cindy's unflagging commitment has been critical to advancing breast cancer research. "Cindy Citrone is a force like no other. Her sharp focus and dedication to be the end of breast cancer is a remarkable asset to accomplishing BCRF's mission," said Myra Biblowitz, BCRF President. "Cindy represents one of the truest tenets of philanthropy—that giving is only the beginning. She is deeply invested in BCRF's path forward and we enthusiastically welcome her to BCRF's esteemed Board of Directors." 🌸



Remembering Ingrid Sischy (1952–2015)

The Breast Cancer Research Foundation will dearly miss Ingrid Sischy, brilliant writer and incredible friend. Her commitment to and tireless support of our mission to rid the world of breast cancer was a source of strength, wisdom, and dedication. Our co-chairman Leonard A. Lauder, speaking to WWD, said it best: "Ingrid Sischy was one of our most brilliant, insightful and influential editors, and yet that was too often less known. She is our unsung heroine. She worked tirelessly for the Breast Cancer Research Foundation, above anything anyone could have done. Not only will I miss her personally, but the world doesn't know who they lost and they lost a great lady." 🌸

SAVE THE DATE

Oct 9–12, 2015

**Play for
P.I.N.K. Kapalua**
Maui Kapalua Resort

Oct 16, 2015

**The Pink Agenda
Annual Gala**
Cocktails & Program
7:00 pm, Tribeca
Three Sixty, NYC

Play for P.I.N.K.

BCRF Supporter Launches Destination Fundraiser to Honor Mother's Memory



A year after Stacy Small lost her mother to an 18-year battle with breast cancer, she decided to visit Maui, Hawaii. Driven by her mother's memory and the desire to help others affected by the disease, she decided to host a fundraiser on the island to support critical breast cancer research.

"All the pieces started to fall into place," Stacy said referring to the moments after her trip to Maui. "Kapalua holds such a special place in my heart, and the support of the people there really made the idea come alive."

After belonging to the BCRF family for years, Stacy decided to team up with Play For P.I.N.K. (PFP), an organization run by more than 30,000 volunteers that has raised over \$38.5 million for BCRF, to launch her event. To that end, PFP Kapalua was born. The golf and tennis themed weekend will be held on Columbus Day weekend: October 9–12, 2015.

PFP Kapalua is the first of its kind. There will be golf and tennis tournaments, fundraising celebrations at local restaurants and hotels, a fashion show, wellness and spa activities, and unique Maui-based adventures.

After reaching out to local businesses and national airlines like BCRF partner Delta, Stacy was thrilled to see her event come together. Montage Kapalua Bay was the first to jump on board to host guests followed by The Ritz-Carlton Kapalua and Napili Kai Beach Resort. Soon after, Delta offered special rates to those participating in the tournament and Kapalua Golf & Tennis wanted to support the cause in all ways possible.

All three host-hotels will be donating 20 percent of every room night booked through Stacy's company Elite Travel International back to Play for P.I.N.K. to benefit BCRF. In addition, all proceeds of the weekend's activities and sponsorships will contribute to PFP Kapalua's goal of funding one research grant, a total of \$250,000.

"PFP Kapalua has allowed me to channel the grief and sadness of losing my mom and turn it into a positive thing that will benefit BCRF," says Stacy. "It's a way for me to rally around the cause in the hopes that no one has to go through what I went through."

Stacy Small has been integral to the BCRF family for many years, serving as an unofficial "west coast ambassador" for the Foundation. Stacy was introduced to BCRF in 2006, after meeting BCRF Advisory Board Member Sandy Krakoff while living in Palm Beach. The Hot Pink Palm Beach Luncheon and Symposium became a special moment for Stacy and her mother, who at the time was in the midst of her breast cancer treatment.

"When my mother and I met Evelyn Lauder it was like meeting a rock star," Stacy describes. "It was the people of BCRF; meeting President Myra Biblowitz, Drs. Larry Norton and Cliff Hudis, who showed us there was hope on the horizon for breast cancer research." ❧

Until Sept. 30, 2015 help raise money for BCRF by bidding on exclusive trips through charitybuzz.com/playforPINKkapalua

The Pink Agenda

FAB-U-WISH Granted at Boston Gala

As a mother to three, including three-year-old twins, Katie Schute, photographed on the right, is used to granting wishes. But on May 16, the Boston local and breast cancer survivor had a wish of her own granted.



Months earlier she submitted an application to FAB-U-WISH, an initiative created by Giuliana Rancic and run by The Pink Agenda (TPA) that grants wishes to women undergoing treatment for breast cancer. Katie's wish was to capture her vitality so her children could remember her as a vibrant woman—not one weighed down by the stress of disease and treatment. As a nurse, Katie's work ethic and determination kept her on her feet during chemotherapy, radiation and multiple surgeries. She hoped for the

chance to get a makeover along with a photo shoot to feel stunning inside and out.

"I want my children to remember me as a beautiful mom," Katie states in her application.

Katie's wish was granted alongside her best friend Nicole, whom she met through a local breast cancer support group. Their day started off at Salon Mario Russo for pampering, hairstyling, and makeup. A private car drove the duo to the Boston Hot Pink Party in style, where they attended the annual gala. Afterwards, professional photographer, Michael Blanchard, spent a few private moments with Katie and Nicole to capture their beauty and the significance of this special evening.

"I'd like to thank everyone who made this night possible, and thank you to the team at Salon Mario Russo for making me feel beautiful," Katie said. "It's been a while." ❧

This October, learn more about Giuliana Rancic's FABTOBER and the opportunity to win a makeover at thepinkagenda.com.

Kay Krill of ANN INC. Joins BCRF Board, Celebrating a Decade of Partnership

In the last ten years, BCRF has advanced the development of entirely new approaches to personalizing therapies for breast cancer patients. With over a decade of support

contributing more than \$23 million dollars, ANN INC. has had a substantial impact on advancements in life-saving research—improving the lives of women who are treated for or living with breast cancer. ANN INC. funded researchers are leading the way in understanding targeted therapies by identifying genetic biomarkers, harnessing the body's own immune system to fight cancer, studying how lifestyle factors can be modified to reduce risk, and tracking the mechanisms by which metastasis occurs. With 17 grants funded this year alone, ANN INC. researchers hail from all parts of the country and Canada—from California to Boston to Ontario.

Kay Krill, President and CEO of ANN INC., has personally directed the charge—and has joined the BCRF board to further this commitment to the cause. “As a company of over 94% female associates and a client base of 100% women, we are particularly focused on the fight against breast cancer. For me, this is very personal, as it claimed the life of my dear mother,” said Ms. Krill. “I firmly

believe that BCRF’s singular focus on research will lead us to a future without the horrific disease. Joining the Board simply reaffirms my own commitment and ANN INC.’s commitment to end breast cancer.”

In 2013, she was honored with BCRF’s Sandra Taub Humanitarian Award for her commitment to making a difference in the lives of women. “Leading one of the largest, most successful companies in women’s fashion, Kay’s expertise brings incomparable value to BCRF’s future,” said Myra Biblowit, BCRF President. “She has been a vital part of the BCRF family for a long time—her dedication is unparalleled, her leadership is without peer and I’m thrilled to make it official.”



“As a company of over 94% female associates and a client base of 100% women, we are particularly focused on the fight against breast cancer.”

How A Routine Purchase Welcomed This Survivor Into The Male Breast Cancer Community

When Jacob Bryson’s wife Rebecca felt a lump on his chest seven years ago, his doctor told him it was a benign cyst. However, pathology results proved that he was in fact one of the “one in 1,000” men at risk for breast cancer in their lifetime. Breast cancer is about 100 times less common among men than among women. While the chances are significantly lower in men, diagnoses usually come at a later stage and the mortality rates become significantly increased.

As a rare male breast cancer survivor, Jacob felt disengaged from the larger breast cancer community—reaching out to several organizations and support groups but none felt quite welcoming. Years later, on a routine errand filling his car with gas, he came across the FW1 Pink Promotion, and noticed the BCRF logo on a bottle of FW1 Waterless Wash and Wax—\$.50 for each specially marked can distributed by Smart Circle is donated to BCRF. Having never heard of the organization, he decided to visit the website and subsequently contacted BCRF to share his story and for the first time, he felt that someone listened.

Bryson has a strong family history of breast cancer. While his insurance would not cover the cost of genetic testing, BCRF introduced him to grantee Dr. Mary-Claire King, and he and his daughter have since been accepted into one of the largest studies on hereditary breast cancer at the University of Washington in Seattle—not far from Bryson’s home in Tumwater, Washington.

Smart Circle International, LLC and RGS Lab International, Inc. have donated \$5 million to BCRF in just two short years. Not only are they introducing BCRF to new audiences, they are making a significant impact on advancing research.

For More on male breast cancer and Jacob’s full story, visit bcrcure.org/blog.



The Estée Lauder Companies and BCRF

22 YEARS STRONG

WITH

\$46 MILLION

TO BCRF, FUNDING

185 GRANTS

THAT SUPPORT LIFESAVING RESEARCH

THE ESTÉE LAUDER COMPANIES



BREAST CANCER AWARENESS CAMPAIGN

BCRF Partners "Think Pink" in O Magazine's October Issue

While breast cancer impacts lives year-round, Breast Cancer Awareness month brings the disease top of mind for millions across the nation. Check out the October issue of "O, The Oprah Magazine" to see how BCRF's partners and products have come together during this month for a common goal: fund research and save lives.

THINK PINK WITH BCRF

The Breast Cancer Research Foundation, the only 501(c)(3) breast cancer organization in the U.S., is dedicated to ending breast cancer by advancing the world's most promising research. You can be the end of breast cancer. Shop these great finds and every purchase you support innovative (life-saving) breast cancer research. All shopping is **100% donated**.

1. ANNE TAYLOR CASH COLLECTION with exclusive contemporary jewelry. Available in the Ann Taylor Limited Edition Storefront. A 20% off code is available for all purchases. Available at www.ann-taylor.com and www.ann-taylor.com/limited-edition. 10% of purchase price donated to BCRF.

2. RING WITH A PURPOSE Limited Edition Breast Cancer Ring. \$22. 10% of purchase price donated to BCRF.

3. TRUE GLOW BY CONNOR The True Glow Skin Care System is a truly powerful skin care system. It's the only skin care system that's proven to be as effective as chemical skin therapy. It's the only skin care system that's proven to be as effective as chemical skin therapy. It's the only skin care system that's proven to be as effective as chemical skin therapy. 10% of purchase price donated to BCRF.

4. BOW-TIE WEARING IT COOL, HOT Keep your bow-tie cool with a cool bow-tie. It's the only bow-tie that's proven to be as effective as chemical skin therapy. It's the only bow-tie that's proven to be as effective as chemical skin therapy. It's the only bow-tie that's proven to be as effective as chemical skin therapy. 10% of purchase price donated to BCRF.

5. COSMETIC CLOSET Cosmetics closet, organized and convenient. It's the only cosmetics closet that's proven to be as effective as chemical skin therapy. It's the only cosmetics closet that's proven to be as effective as chemical skin therapy. It's the only cosmetics closet that's proven to be as effective as chemical skin therapy. 10% of purchase price donated to BCRF.

6. LIFT LIMITED EDITION JEWELRY COLLECTION for women. Available in the Ann Taylor Limited Edition Storefront. A 20% off code is available for all purchases. Available at www.ann-taylor.com and www.ann-taylor.com/limited-edition. 10% of purchase price donated to BCRF.

7. THE GLOW with a glow. The Glow Skin Care System is a truly powerful skin care system. It's the only skin care system that's proven to be as effective as chemical skin therapy. It's the only skin care system that's proven to be as effective as chemical skin therapy. It's the only skin care system that's proven to be as effective as chemical skin therapy. 10% of purchase price donated to BCRF.

8. JEWELRY PINK COLLECTION for women. Available in the Ann Taylor Limited Edition Storefront. A 20% off code is available for all purchases. Available at www.ann-taylor.com and www.ann-taylor.com/limited-edition. 10% of purchase price donated to BCRF.

9. CASHmere The Cashmere Collection. Available in the Ann Taylor Limited Edition Storefront. A 20% off code is available for all purchases. Available at www.ann-taylor.com and www.ann-taylor.com/limited-edition. 10% of purchase price donated to BCRF.

10. BLOOMINGDALES The Bloomingdales Collection. Available in the Bloomingdales Limited Edition Storefront. A 20% off code is available for all purchases. Available at www.bloomingdales.com and www.bloomingdales.com/limited-edition. 10% of purchase price donated to BCRF.

11. COUCH WATCHES Limited Edition Couch Watch. Available in the Couch Watch Limited Edition Storefront. A 20% off code is available for all purchases. Available at www.couch-watches.com and www.couch-watches.com/limited-edition. 10% of purchase price donated to BCRF.

12. BRACE WITH A PURPOSE Limited Edition Brace. Available in the Brace With a Purpose Limited Edition Storefront. A 20% off code is available for all purchases. Available at www.brace-with-a-purpose.com and www.brace-with-a-purpose.com/limited-edition. 10% of purchase price donated to BCRF.

13. TANGER PINK CARD The Tanger Pink Card. Available in the Tanger Pink Card Limited Edition Storefront. A 20% off code is available for all purchases. Available at www.tanger.com and www.tanger.com/limited-edition. 10% of purchase price donated to BCRF.

14. TANGER PINK CARD The Tanger Pink Card. Available in the Tanger Pink Card Limited Edition Storefront. A 20% off code is available for all purchases. Available at www.tanger.com and www.tanger.com/limited-edition. 10% of purchase price donated to BCRF.

15. PHOTOBLOCK The Photoblock Collection. Available in the Photoblock Limited Edition Storefront. A 20% off code is available for all purchases. Available at www.photoblock.com and www.photoblock.com/limited-edition. 10% of purchase price donated to BCRF.

16. POWERFUL PINK CARD The Powerful Pink Card. Available in the Powerful Pink Card Limited Edition Storefront. A 20% off code is available for all purchases. Available at www.powerfulpink.com and www.powerfulpink.com/limited-edition. 10% of purchase price donated to BCRF.

17. TANGER PINK CARD The Tanger Pink Card. Available in the Tanger Pink Card Limited Edition Storefront. A 20% off code is available for all purchases. Available at www.tanger.com and www.tanger.com/limited-edition. 10% of purchase price donated to BCRF.

MILLION+ PARTNERS

These partners have raised more than \$1 million this year, allowing BCRF to fund grants throughout the country and around the world. Our deepest thanks for their dedication to our mission.

ESTÉE LAUDER



THE ESTÉE LAUDER COMPANIES

BREAST CANCER AWARENESS CAMPAIGN

bloomingdales

ANN INC.

ANN TAYLOR | LOFT

AutoNation

DELTA

housewarescharityfoundation™
housewares cares

★ macy's

the smart circle.

ULTA BEAUTY



New York

A Tribute to Leonard A. Lauder at the Hot Pink Party


BCRF Co-Chairman Leonard A. Lauder was honored at this year's Hot Pink Party: The Pink Standard for his magnanimous spirit and guidance—which has led BCRF to become one of the world's largest private funders of breast cancer research. The event, held at the Waldorf Astoria in New York City on April 30, was elegantly designed with pink and gold to reflect the grandeur of Mr. Lauder's incredible contributions. The services donated by Rafanelli Events and Winston Flowers made it an evening to remember. The gala was filled with generosity successfully raising a record-breaking sum of more than \$7 million.

Hosted by Elizabeth Hurley, a longstanding advocate and Global Ambassador for The Estée Lauder Companies' Breast Cancer Awareness Campaign, the evening featured a special tribute by Sir Elton John and a moving performance by 18-time Grammy Award winner Tony Bennett.

"When Evelyn founded BCRF she had a vision that we would one day cure breast cancer. I have been so proud to lead BCRF in striving to reach that goal,"

Mr. Lauder said at the event upon receiving the 2015 Roslyn and Leslie Goldstein "Sung" Hero Award. He marveled at the dramatic increase in survival rates over the last 20 years—a direct result of science.

"Continuing the extraordinary legacy of my dear friend Evelyn Lauder has been an honor," said Sir Elton John, a longtime supporter who presented Mr. Lauder with the crystal award, generously donated by Baccarat. "Leonard has been a powerful force in bringing us closer to the end of breast cancer and it is with great pleasure and respect that we honor him tonight for his leadership at BCRF."

Event co-chairs included Tory Burch, Cindy and Rob Citrone, Marjorie Reed Gordon, Mindy and Jon Gray, Donna Karan, Michael Kors, Kinga Lampert, Aerin Lauder, Jane Lauder, Jo Carole and Ronald S. Lauder, Judy Glickman Lauder, Laura and Gary Lauder, William P. Lauder, Pat and John Rosenwald, Daryl and Steven Roth, Jeanne and Herbert Siegel, Ingrid Sischy and Sandra Brant, Jamie Tisch, Lizzie and Jonathan Tisch, Vera Wang, Lois Robbins Zaro and Andrew Zaro. Underwriters for the evening were ANN INC., Cindy and Rob Citrone, Kinga and Edward Lampert, and The von Mandl Family Foundation. 

- 1 Myra Biblowit, Judy Lauder, Leonard Lauder, Elizabeth Hurley, Anthony von Mandl, Kinga Lampert
- 2 Jon Tisch, Lizzie Tisch, Neil Patrick Harris, David Burtka
- 3 Roz Goldstein, Simone Winston, Sue-ann Friedman, Marjorie Reed Gordon
- 4 Vera Wang, Zac Posen, Model, Victor Cruz
- 5 Ian Ginsberg, Stephanie Ginsberg, Cindy Citrone
- 6 Danielle Lauder, Eliana Lauder, Myra Biblowit, Tony Bennett, Elizabeth Hurley, Sir Elton John, Rachel Lauder
- 7 Aerin lauder, Jane Lauder
- 8 Donna Karan
- 9 Bryan Rafanelli, Leonard Lauder
- 10 Ballroom

SAVE THE DATE

Oct. 23, 2015

Boston Hot Pink Luncheon and Symposium

in memory of Dr. Carolyn Kaelin

11:00 am–2:00 pm,
Boston Harbor Hotel

Oct. 29, 2015

Symposium and Awards Luncheon

Symposium 9:30 am,
Awards Luncheon,
11:30 am, The Waldorf
Astoria, NYC

Boston

Celebrating 10 Years of New England Support at the Boston Hot Pink Party

The “Boston strong” community acts as a perfect example for how local advancements in science can truly create a global impact on breast cancer research. “Pink Locally, Act Globally” has become a catchphrase for this group of BCRF supporters, emphasizing that research conducted in Boston creates a ripple effect of discovery far beyond the New England region.

On May 14, hundreds of guests gathered in celebration of Boston’s local commitment to science at the Boston Hot Pink Party: 10th Anniversary held at the Seaport World Trade Center, raising an impressive \$1.25 million for research.


BCRF celebrated Boston’s decade of support by honoring actress Elizabeth Hurley, a longstanding advocate of the cause and The Estée Lauder Companies’ Global Ambassador for Breast Cancer Awareness, for her unwavering commitment to the cause. BCRF was also thrilled to present ABC News Anchor and breast cancer survivor Amy Robach and her husband, actor and entrepreneur Andrew Shue, with the National Humanitarian Award.

“When I was diagnosed with breast cancer I was provided with lifesaving treatment options that were not even considered 20 years ago. I am standing

here today because of the advances in breast cancer research. That’s why tonight’s event is so meaningful—we’re reaffirming our commitment to continue funding science that will literally save lives,” said Amy Robach to the enthusiastic crowd of friends and supporters.

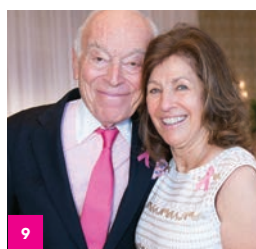
Another breast cancer survivor and WCVB Channel 5 reporter, Kelley Tuthill joined the stage and encouraged guests to participate in the text to pledge program which was kicked off with a double match from the always-generous Roz Goldstein and Cindy and Rob Citrone. The night included a live auction for a trip to the exclusive Mustique home of Carolyn and Peter Lynch, a special “Toast to Science” by First Republic Bank and the Boston Pops Orchestra spotlighting New England researchers, and a stunning performance by Broadway star Megan Hilty.

Event co-chairs included Honorary Co-Chairs Governor Charlie and Lauren Baker, Dee and Tommy Hilfiger, Nancy and Rick Kelleher, Paqui and Brian Kelly, Judy and Leonard Lauder, Carolyn and Peter Lynch, The Wahlberg Family; Founding Co-Chairs Sandra Krakoff and Judith Schlager; Advisory Chairs Elisha Daniels, Donna Stearns, and Linda Waintrup; Co-Chairs Lynn Dale, Linda Holliday, and Sharon Shane; and Vice-Chairs Jennifer Herman, Trisha Pérez Kennealy, and Heather Shanahan.

The event’s underwriters included Saks Fifth Avenue, Karen and Rob Hale, Brooks Brothers, Leonard Lauder, and Donna and James Stearns. 

- 1 Peter Lynch, Carolyn Lynch, Dee Ocleppo Hilfiger, Tommy Hilfiger
- 2 Nancy Kelleher, Judie Schlager
- 3 Marc White, Frank Wisneski, Rick Kelleher
- 4 Amy Robach, Linda Holliday, Sharon Shane, Lynn Dale
- 5 Myra Biblowit, Kelley Tuthill
- 6 Megan Hilty
- 7 Robert Epstein, Elizabeth Hurley
- 8 Andrew Shue, Jane Hertzmark Hudis, Glen Kelley





Palm Beach

More Than 350 Supporters Attend the Palm Beach Hot Pink Luncheon and Symposium

Each year, Palm Beach's contribution to breast cancer research is honored at the Hot Pink Luncheon and Symposium held at The Breakers. This year, the annual fundraiser held on February 5, 2015 raised a remarkable \$630,000 for research. More than 350 supporters attended the annual luncheon hosted by Liz Quirantes of Palm Beach's CBS 12 and Josh Cohen of ESPN.

"Palm Beach has always been extremely generous to BCRF," Mr. Leonard A. Lauder said to the audience. "With the community's support, our grantees, who are truly some of the most brilliant minds in science and medicine, can forge ahead to make a discernible difference in the battle against breast cancer and all cancers."

While guests enjoyed a delicious lunch, event underwriter Neiman Marcus of Palm Beach held an informal fashion show featuring looks by renowned

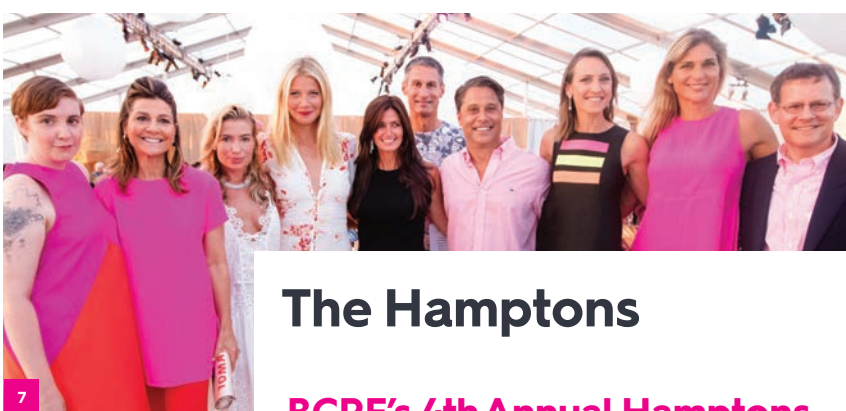
designer Carmen Marc Valvo. A silent auction offered the unique opportunity to win a pair of stunning Margot McKinney earrings.

The luncheon continued with a lively discussion on the topic "The Next Step in Eliminating Breast Cancer" led by BCRF Scientific Director Dr. Larry Norton and Chairman of the Scientific Advisory Board Dr. Clifford Hudis. Special guest panelists included Drs. Lisa Carey, Elizabeth Comen and Andrea Richardson.

Our thanks to Founding Chairmen Sandra Krakoff, Hillie Mahoney, Mary Alice Pappas, Frances Scaife, Judith Schlager, and Co-Chairmen Donna Acquavella, Louise L. Braver, Merel Cayne, Betsy Green, Petra Levin, Sydell Miller, Pauline Pitt, Tricia Quick, and Hilary Geary Ross.

The event's underwriters included Douglas Elliman / Dottie Herman and Howard Lorber, J.P. Morgan, Neiman Marcus, Louise and David Braver Philanthropic Fund, Fairholme Foundation, Leonard A. Lauder, Petra and Stephen Levin, The Ambrose Monell Foundation, Tricia Quick, and the Westreich Finaly Foundation. ♡

- 1 Dr. Clifford Hudis, Peg Mastrianni, Drs. Lisa Carey, Andrea Richardson and Elizabeth Comen, Myra Biblowit, Dr. Larry Norton
- 2 Sheila Lambert, Louise Braver
- 3 Petra Levin, Kinga Lampert
- 4 Beth Pine, Carmen Marc Valvo
- 5 Sandy Krakoff, Dr. Clifford Hudis
- 6 Sydell Miller, Michele Kessler, Emilia Fanjul
- 7 Mary Alice Pappas, Judie Schlager
- 8 Ginger Feuer, Betsy Green, Eleanora Kennedy
- 9 Leonard Lauder, Judy Lauder



The Hamptons

BCRF's 4th Annual Hamptons Paddle & Party for Pink

Four years ago Maria Baum's world changed when she was diagnosed with breast cancer. To find solace during her diagnosis and subsequent treatment, Maria started paddle boarding at the suggestion of her close friend Richard Perry. Her passion for the sport led to the inspiration behind this annual BCRF event.

In 2012, Maria and her husband, Larry, combined her desire to give back with her love of paddle boarding by organizing a small race and party in the Hamptons with the help of friends Richard and Lisa Perry. This year, the 4th annual Hamptons Paddle & Party for Pink held on August 1 raised more than \$1.6 million, a record-breaking achievement. The two-part summer event was co-hosted by the Baums, Perrys, and Jackie and Bippy Siegal, with a morning Paddle Board Race at Havens Beach in Sag Harbor and a Sunset Party at Fairview on Mecox Bay in Bridgehampton.

The community's passion remained front and center with 200 paddlers including special guests Lena Dunham and Jenni Konner, Gabby Reece and Laird Hamilton, Bethenny Frankel, and Jason Sehorn to name a few. Winners of the morning's paddle race accepted their awards from Host Committee Members and race sponsors, Lisa Pevaroff-Cohn and Gary Cohn.

The evening event brought out over 600 special guests including Gwyneth Paltrow, Tracy Anderson, Matt Lauer, Jane Krakowski, Hilary Rhoda, Rachel Zoe and many more. Hailing from Hawaii, Gabby Reece and Laird Hamilton shared a taste of their hometown with the evening guests—inviting a special performance by the Coppin Colburn Family, World Famous Hawaiian Fire Dancers. The soirée also featured an electric live performance by Grammy Award winning artist CHIC featuring Nile Rodgers and a music set by Brendan Fallis, internationally acclaimed DJ.

A major highlight was the auction of one-of-a-kind Laird Hamilton Standup paddle boards designed and signed by Donna Karan, Aerin Lauder, Tory Burch, Lisa Perry, Lisa Pevaroff-Cohn, Nicole Miller, Donald Robertson, Oprah, Bethenny Frankel and others. In addition, for the first time ever, guests were welcomed to support "BCRF Research In Bloom," an interactive paddle board installation that bloomed with donations from the enthusiastic party-goers.

Lead sponsors of the event included Maria and Larry Baum, Lisa and Richard Perry, Stacy Bash-Polley, Centrum, Lisa Pevaroff-Cohn and Gary Cohn, Cindy and Rob Citrone, Hamptons Invitational Pro-Am, Marjorie and Josh Harris, HFZ Capital, Kinga Lampert, La Mer, William Lauder, Leviev, Bippy and Jackie Siegal, Christina Steinbrenner, and Watermill Trading. 🌸

- 1 Tracy Anderson, Lena Dunham, Maria Baum, Stacy Bash-Polley, Myra Biblowit
- 2 Coppin Colburn
- 3 Lisa Perry
- 4 Christina Steinbrenner, Gabby Reece, Matt Lauer, Laird Hamilton
- 5 Lisa Pevaroff-Cohn, Gary Cohn
- 6 CHIC featuring Nile Rodgers
- 7 Lena Dunham, Lisa Perry, Tracy Anderson, Gwyneth Paltrow, Maria Baum, Richard Perry, Larry Baum, Kinga Lampert, Gabby Reece, Dr. Clifford Hudis
- 8 Bethenny Frankel
- 9 Paddlers

BCRF Events 2015–2016

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U.S. Postage
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Wilkes Barre, PA
Permit No. 681

October

WED 7

Pink Promises Luncheon with Amy Robach

11:00 am–2:00 pm
Crest Hollow Country Club,
Long Island, NY

FRI 16

The Pink Agenda 8th Annual Gala

Cocktails & Program 7:00 pm
Tribeca Three Sixty
New York, NY

THURS 22

Brooks Brothers Shopping Event/ Luncheon Kick-off

6:00 pm–8:00 pm
Newbury Street Store
Boston, MA

FRI 23

Boston Hot Pink Luncheon and Symposium in memory of Dr. Carolyn Kaelin

11:00 am–2:00 pm
Boston Harbor Hotel
Boston, MA

THURS 29

Symposium and **Awards Luncheon** Hosted by Joan Lunden Honoring Tory Burch

Symposium 9:30 am
Awards Luncheon 11:30 am
Grand Ballroom
The Waldorf Astoria
New York, NY

November

TUES 10

Holiday House Opening Night Gala

6:00 pm–9:00 pm
House Open Daily
November 11–December 12
The Academy Mansion
2 East 63rd Street,
New York, NY

THURS 19

Westchester Luncheon

11:00am–2:00pm
Brae Burn Country Club,
Purchase, NY

December

SAT 19

AutoNation Cure Bowl

Citrus Bowl
Orlando, FL

2016 February

THURS 4

Palm Beach Hot Pink Luncheon and Symposium

Luncheon 11:45 am
The Breakers
Palm Beach, FL

April

TUES 12

The Hot Pink Party with Elton John

Cocktails 7:00 pm
Dinner 7:45 pm
Concert 9:00 pm
The Waldorf Astoria
New York, NY

bcrfcure.org

 facebook.com/TheBreastCancerResearchFoundation

 twitter.com/bcrfcure

 instagram.com/bcrfcure

 pinterest.com/bcrfcure

 BCRF4aCure



BCRF is the only A+ rated breast cancer organization in the U.S. by Charity Watch.

91% GOES TO BREAST CANCER RESEARCH & AWARENESS

3%

goes to awareness programs

88%

goes to Breast Cancer research

