

PINK PRESS

SPRING/SUMMER 2016

CANCER DIVIDES
WE UNITE

BCRF Launches New Campaign

New Studies
Examine **Breast
Cancer Risk**

Tory Burch
Honored in
New York City

Joan Lunden
Hosts
Palm Beach
Luncheon

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

Dear Friends,

With spring melding into summer, we are embracing the seasons that represent change, growth and rejuvenation. At BCRF, we welcomed new leadership: William Lauder as Co-Chairman of our Board alongside Kinga Lampert, Dr. Judy Garber as the Chairman of our Scientific Advisory Board and Dr. Marc Hurlbert as our Chief Mission Officer.

With Dr. Larry Norton at the helm, our scientific leadership has diligently charted a path forward by allocating our funding to the best minds in science. We are proud to support the work of internationally renowned investigators while simultaneously cultivating the next generation of researchers.

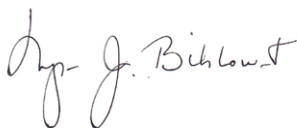
In this issue of the Pink Press, we will look back at all of the incredible achievements we made last fall. During Breast Cancer Awareness Month we created a time of learning and education at our symposia, while activating change through our collective strength alongside our corporate partners.

You will also get a sneak peek inside the events that brought our scientists together and in front of our supporters in New York, Boston, Long Island, Westchester and Palm Beach. You will see how our corporate partners are engaging their employees and rallying communities across the country; and how volunteers through organizations like Play for P.I.N.K. and The Pink Agenda are harnessing their power to spur research.

Riding the momentum from fall, we launched a new campaign earlier this year that speaks to the very heart of BCRF: "Cancer Divides. We Unite." At BCRF, we unite around research – the only way to achieve a future beyond breast cancer.

We thank our donors, corporate partners, and volunteers who have united under this single purpose: to support the most promising breast cancer research. Through our shared determination and our undivided focus, we can be the end of cancer.

With my warmest regards and my deepest gratitude,



Myra J. Biblowit
President and CEO
Breast Cancer Research Foundation



#BetheEnd



Researchers from around the world gathered at the 2015 NYC Symposium and Awards Luncheon

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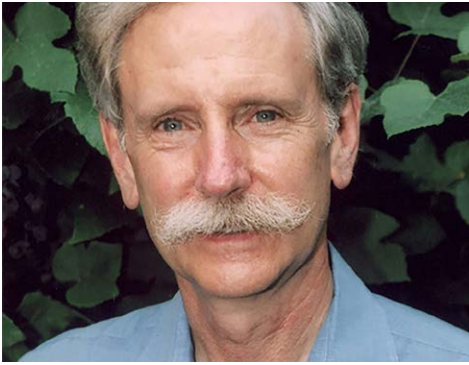
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Advancing Our Understanding



New Study Finds High Fiber Intake by Young Women May Decrease Breast Cancer Risk

In a study published in the journal *Pediatrics*, BCRF investigator Dr. Walter Willett and colleagues at Harvard T.H. Chan School of Public Health in Boston, MA reported that high fiber intake early in life may lower the risk of future breast cancer.

The results of the study showed that those women with the highest intake of total fiber (20 grams or more a day) during adolescence and early adulthood had a 24 percent decreased risk of pre-menopausal breast cancer. Each 10 gram/day increase in fiber intake (equivalent to one apple or two slices of whole wheat bread) during early adulthood was associated with a 13 percent decrease in breast cancer overall. Diets high in fiber typically include fresh vegetables and whole grains, which are also rich in phytochemicals and healthy fats that could contribute to the protective effect.

While we still do not know what causes breast cancer, these findings are important because they add new information about the impact of a diet high in fiber on cancer risk. Previous studies have not shown a significant influence of fiber on breast cancer risk, but this is the first study to look at fiber intake during adolescence and early adulthood, an important time in breast development when environmental exposures can have long-term effects. The conclusions of this study are supported by findings in an earlier study by BCRF investigator Dr. Graham Colditz in which a high fiber diet during adolescence was associated with a decreased risk of benign breast disease, a marker of increased risk of breast cancer. ↪

BCRF-Funded Study Links Weight Loss with Telomere Length and Breast Cancer Risk

Research has consistently shown a link between obesity and increased breast cancer risk. In a recently published study presented at the San Antonio Breast Cancer Symposium, BCRF investigator Dr. Melinda Irwin of Yale University probed this association one step further to better understand the biology behind this relationship.

Irwin and her team conducted a novel study to explore the connection between weight loss and telomere length in breast cancer survivors. Telomeres are tiny protective caps at the ends of chromosomes. They get shorter every time a cell divides, making them a marker of aging. Shorter telomeres have also been associated with an increased risk of breast cancer mortality.

Dr. Irwin and her team compared telomere length in two groups of breast cancer survivors: one following a six-month diet and exercise-induced weight loss intervention and another receiving usual care.

The results determined that telomeres were slower to shorten in breast cancer survivors who lost weight through diet and exercise. In some cases, telomere shortening even reversed, suggesting that being overweight is associated with shorter telomere length, and that weight loss can prevent reverse telomere shortening. The findings provide additional insight into the association of obesity and breast cancer risk, in this case, risk of recurrence.

In an interview for Yale News, Irwin stated that the growing body of research linking healthy lifestyle factors, such as maintaining a healthy weight and exercise, with improved breast cancer survival is compelling and should be part of comprehensive cancer care. ↪



BCRF Grantees Recognized with Distinguished Awards

BCRF-funded investigators have been involved in every major breakthrough in breast cancer research since 1993. Our researchers are among the best in the world and are regularly recognized for their astounding work. We are proud to salute their accomplishments. A few highlights include:

Dr. Mary-Claire King (pictured above) was honored with the National Medal of Science for her leadership in the field of cancer genetics at a White House ceremony earlier this year.

Dr. Laura Esserman was selected for a Luminary and Pioneer Award to be presented at the 2016 Personalized Medicine World Conference for being a visionary leader whose work has accelerated personalized medicine.

Awards presented at the 2015 San Antonio Breast Cancer Symposium: **Dr. Norman Wolmark** of the National Surgical Adjuvant Breast and Bowel Project (NSABP) was selected as this year's William L. McGuire Lecturer for his career as a leader in breast cancer clinical trials research.

Dr. Myles Brown received the Brinker Award for Scientific Distinction in Basic Science for his work that led to critical insights into the factors that regulate steroid hormones.

Dr. Martine Piccart received the Brinker Award for Distinction in Clinical Investigation for her leadership in a wide range of clinical trials that have improved the standard of care. ↪

Read More about our researchers and recent studies at bcrcure.org/blog

Advancing Our Understanding

BCRF Launches New Drug Research Collaborative

One of the greatest challenges to advancing effective, life-saving treatments is the lack of funding to ensure access to drugs in development.

As the largest nonprofit funder of breast cancer research this year BCRF is actively combatting this issue by launching the Drug Research Collaborative, specifically devoted to bridging the gap between academic investigators and access to drugs in development. Initially funded by

a three-year, \$15 million grant from Pfizer, researchers will also have access to the company's broad portfolio of approved products and its pipeline of drugs still under development. As the program grows, we hope to see other companies join this new funding model to propel research forward, faster.

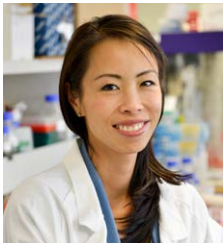
"This research effort speaks to the breadth of BCRF's research program, which supports some of the brightest minds in cancer research around the world," said Larry Norton, MD, BCRF Scientific Director. "It will encourage more creative, academic-driven research and give more patients access to clinical trials. We believe this unique approach has the potential to greatly accelerate and impact research progress, and ultimately, lead to more breakthrough discoveries."

The Translational Breast Cancer Research Consortium (TBCRC) will conduct all clinical trials to help speed the clinical research components of the new program. TBCRC was founded in 2007 with BCRF support to connect multiple academic institutions to partner collaboratively for multi-center Phase I and Phase II clinical trials. Today the TBCRC includes 17 academic institutions and since its founding has initiated 37 trials enrolling over 3000 patients.

With the largest study of metastatic breast cancer underway made possible by the Evelyn H. Lauder Founder's Fund, and this new program to open access for researchers and drug therapies, we continue to make progress towards our goal of ending this devastating disease. ↪

Meet the Researcher

On the Path to Discovery: Dr. Sherene Loi



Dr. Sherene Loi of the University of Melbourne received her first BCRF research grant in 2014, but was no stranger to the BCRF

researcher community. She spent more than a decade in Brussels, completing her PhD and MD and conducting clinical trials with BCRF investigator, Dr. Martine Piccart, Chair of the Breast International Group (BIG), the largest international network totally focused on breast cancer research and Dr. Christos Sotiriou, another BCRF investigator. A native of Australia, Dr. Loi dreamed of becoming a doctor and traveling the world. What she may not have envisioned was how breast cancer research, particularly immunotherapy for breast cancer would shape and define her career. BCRF had an opportunity to speak with Dr. Loi.

BCRF Describe your BCRF-funded research project. What are your primary goals for this research?

DR. LOI I have focused my BCRF project on understanding immune cell infiltrates,

called TILs, in breast cancer. We want to know how we can manipulate them to improve treatments and outcomes. For instance, we know that PD1, an immune checkpoint protein, is an important regulator of TILs in breast cancer. We're interested in seeing if there are other checkpoint proteins than can be targeted as well. Our team is examining gene expression in breast tumors both before and after immune therapy, so we can understand the immune profiles of patients who are responders or who are resistant.

Secondly, we want to understand why some women do have a good immune response (a high number of TILs) and how we can enhance that. Overall, we want to understand why the TILs are there, what's drawing them and how can we enhance that to improve outcomes. We are currently treating a lot of advanced breast cancer patients with immune checkpoint inhibitors, so we have great opportunity to study these tumors and ask these questions.

BCRF What trends do you see emerging in breast cancer research in the next 10 years?

DR. LOI Overall, I think the trends are very promising, but there are challenges. I am confident that we are on track to achieve a cure for HER2-positive breast cancers within the next ten years, even in some advanced cancers. Triple negative breast cancers (TNBC) are still very perplexing and we have a lot of work to do there. New subtypes are emerging as we delve deeper into the genomics of

these tumors, the more complexity and genomic diversity we see is likely to affect our ability to cure TNBC. I think breast cancer prevention is going to continue to be challenging. Certainly many breast cancers could be prevented by lifestyle modification, particularly factors that lead to obesity, but I don't know that we'll ever be able to prevent all breast cancers from happening. I do think we'll continue to see patients living longer after a breast cancer diagnosis and the hope is that for most women, they will live productive lives and die of something other than breast cancer. I think that immunotherapies will also likely play a big part in the future of HER2-positive and TNBC.

BCRF What do you think will be the next big breakthrough in breast cancer?

DR. LOI I think immunotherapy is here to stay. We have already seen success with TNBC and I suspect that it will be a backbone in future treatment. I believe we will find the right targets to hit in triple negative as well as estrogen receptor positive breast cancers. I think genomics will continue to improve breast cancer treatments, including circulating DNA (liquid biopsies). We are already combining genomics with pathology to characterize the biology and prognosis of a particular tumor. We all want a future where we achieve "precision medicine"—the right therapy for the right patient at the right time. ↪

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

BCRF Launches New Campaign

On World Cancer Day in February, BCRF launched “Cancer Divides, We Unite,” a storytelling campaign that highlights the many different experiences of people impacted by breast cancer but whose lives all share a common thread – the goal of ending cancer through research funding.

All normal cells grow and divide. But cancer cells grow without limit. They divide without stopping. They change and they spread, invading healthy tissues. And all too often, they’re lethal. Breast cancer kills more than 40,000 women and men in the U.S. every year. It separates us from our dreams, and cuts short the lives we hoped to share with families, friends and loved ones.

But there’s a solution. The answer to something that divides us is to unite.

Through individual portrait videos, digital distribution, and an overarching campaign video, BCRF directly confronts the impact of cancer through the struggles and successes shared by those effected by the disease.

The campaign features the stories of Dr. Electra Paskett, a three-time survivor and

BCRF-funded scientific researcher; Davina McNaney, a mother of two who underwent a double mastectomy and reconstructive surgery and ran 476 miles to fundraise for BCRF; Rochelle Barr, living with metastatic breast cancer, and her daughter, Zoë Mintz, who serves as her caregiver and is a member of the BCRF team; Ann Caruso (featured on the cover), famed stylist and a two-time breast cancer survivor; and Michael Singer, a male breast cancer survivor who was diagnosed five years ago. While they represent diverse backgrounds and deal with various types of breast cancer, they are unified in their strong call to action for everyone to support research.


At BCRF, we unite around research. We fund collaborative science, letting the finest minds in the field advance their best ideas and build on each other’s discoveries.

That research will be what stops cancer from dividing—and it’s already delivering. The innovative work BCRF funds is improving care and transforming lives every day. That means longer lifespans, shorter hospital stays and less suffering.

But that research relies on us all. Each and every one of us has a critical role to play in ending breast cancer: Scientists. Patients. Caregivers. Donors. Families. Friends. Communities. You.

“At its core, the campaign extends awareness beyond the pink ribbon,” said Stephanie Kauffman, who launched the campaign during her time as BCRF Chief Communications Officer. “The defiant message upends the notion that cancer’s impact is inevitable. It directly confronts cancer and places the power back in the hands of people who can make a difference by supporting research – as a survivor, caregiver, fundraiser, doctor or scientist. We’re all in this together.”

The campaign makes the direct connection between research and positive outcomes. Each person talks about new discoveries as applied to their individual experiences, such as better tools for diagnoses and testing, knowledge on prevention and lifestyle practices, and improved treatment options – giving them renewed hope.

Stories from the BCRF community will continue to roll out across multiple platforms as a powerful reminder that breast cancer happens every day. Award-winning photographer Michele Asselin captured the emotion and essence of the survivors’ experiences. The campaign theme and narrative was conceived in collaboration between BCRF and its creative agency, HD Made. 

[Join us at bcrfcure.org/weunite](https://www.bcrfcure.org/weunite)



Pink Outside the Box

Father and 9-Year-Old Son Team Up to Support Mom Diagnosed with Breast Cancer

Two nationwide initiatives launched by one family to fuel breast cancer research

Two years ago, Mike Nelson was confronted with devastating news: his wife Christi's first mammogram had detected breast cancer. After a year of treatment that included chemotherapy, surgery and radiation, he thought she was on the road to recovery. However, a PET scan in April 2015 led to a second breast cancer diagnosis. "It was a punch in the gut," Mike said.

As Christi underwent treatment, her husband and their 9-year-old son Archer took action to raise awareness about

women's health and support breast cancer research.

To that end, Mike embarked on a nationwide motorcycle journey to honor his wife and support BCRF. His "1 in 8 Ride," named for the number of women who will develop invasive breast cancer over the course of their lifetime, started in San Francisco on October 1, 2015, and crossed 12 states before arriving in New York City, raising close to \$40,000 to date.

Mike's son Archer was particularly affected by his mother's diagnosis. To cope, he penned a song. Mike, who is a radio DJ at KFOG in San Francisco, shared the lyrics and melody with popular artists like Florence and the Machine, Hozier and Noel Gallagher who have contributed their talents to create a track of the tune which was released the same day Mike started his "1 in 8 Ride."

The Nelsons hope their acts will inspire others to support breast cancer research and others impacted by the disease.

"Breast cancer research matters to me because in my mind it's the key to helping people win the fight," Mike said. "My wife is a direct beneficiary to new medicines that are giving her the opportunity to be a survivor." ❧



Top: Mike Nelson with his son Archer; **Bottom:** Mike Nelson was greeted by BCRF President Myra Biblowitz as he ended his cross-country trip at BCRF's NYC headquarters

Breast Cancer Survivor Raises Hope and Support for BCRF with 'Pink on Parade'

Kim Ruck celebrated her 5-year remission milestone with a special fundraiser

Two weeks after celebrating her fiftieth birthday, Kim Ruck heard the words no one ever wants to hear: she was diagnosed with breast cancer. Now five years later and in remission, the veteran dance instructor decided to celebrate this milestone by hosting a fundraiser for BCRF in October.

Named "Pink on Parade" her students invited her Pennsylvania community to a carnival-like event filled with performances, contests and baked goods that raised over \$3,000 for breast cancer research. The event was a culmination of everything Ruck learned from her personal experience with the disease.

"Having breast cancer taught me to take every moment you have and make the most of it — to not be so negative and always start with the glass half full," Ruck said.

"Coaching mainly girls for so many years made me also realize just how important



it was for me to take my experience and share the importance of early detection and to educate people as early as possible to prepare for anyone who is touched by breast cancer whether it's you, a family member or friend."

She decided to rally her students together and create a community-wide event to support breast cancer research. To her team's amazement, their inaugural event raised thousands of dollars for BCRF.

"Breast cancer research is important to me because I certainly know firsthand having breast cancer can change your life," Ruck said.

"It is comforting to know that while research is progressing with positive results, lives are being saved and it gives us the hope that maybe one day prevention will be stronger than treatment for all cancers. If even one life is saved, the research was a success." ❧

CareOne Raises \$1.7 Million in Most Successful Independent Fundraiser Ever Undertaken for BCRF

Earlier this year, CareOne, a premier, family-owned health care company, hosted the Queen of Hearts Ball & Casino Night fundraiser on Tuesday, February 9th at Guastavino's in New York City. CareOne raised funds to support BCRF's efforts to eradicate breast cancer, the second leading cause of cancer death in American women.

As New Jersey's largest privately owned post-acute and long-term care provider, and one of the largest privately owned health care companies in the United States, CareOne's commitment to quality care is embodied by its 15,000 employees within 52 care centers across six states.

CareOne raised \$1.7 million at this event and the funds will be used to fuel discoveries in tumor biology, genetics, prevention, treatment, survivorship and metastasis.

"For nearly 20 years, we've been providing exceptional care for our patients, prioritizing their health and well-being



Elizabeth Straus, Daniel Straus (left) and friend Jason Pierre-Paul (right) presented the check to BCRF President Myra Biblowit

and striving to provide superior clinical outcomes across our continuum of care," said philanthropist, chairman and CEO of CareOne Management, LLC, Daniel E. Straus. "Philanthropy is something which my parents Joseph and Gwendolyn dedicated their lives to, and something my daughter Elizabeth and I are incredibly passionate about. We are honored to support the great efforts of BCRF and proud to do our part in

finding a cure for this devastating disease that claims the lives of so many."

"The Queens of Hearts Ball is one of the most successful fundraising events ever undertaken by an independent group on behalf of BCRF – CareOne's dedication is clear. BCRF is honored to be the beneficiary of their philanthropy, which is truly changing the future," said Myra Biblowit, President and CEO of BCRF. 🌸

Soccer Club' Kicks It To Cancer' With BCRF Fundraiser



Kristopher Tung remembered the emotional moment when his daughter's soccer club presented a \$4,000 check to BCRF. It was four years ago and one of the players'

mothers, a breast cancer survivor, gave a brief speech that brought him to tears. Little did he realize, a year later his wife would also face a breast cancer diagnosis and he would be the one giving that same tearful speech.

"I had no real connection to breast cancer when I started the fundraiser, just wanted to support a great cause and raise awareness," Tung said about the Levittown Soccer Club "Kick It To Cancer" fundraiser where players sell pink socks, hats and t-shirts and wear pink jerseys to raise funds for BCRF.

It was during the club's second year supporting the cause when Tung's wife Jill was diagnosed with breast cancer at age 35. The cancer was caught early, and after chemotherapy and surgery, she is now in remission.

"What started out as an event to help others was now even closer to home than I would have ever imagined," Tung said. "Not only did our close friends and family help us

through those dark days but the club and its countless volunteers pitched in as well."

It was this soccer community that energized Tung to not only continue the club's BCRF fundraiser, but also grow it exponentially. Each year "Kick It To Cancer" develops new designs for their pink t-shirts and socks ahead of Breast Cancer Awareness Month in October.

This year the soccer club celebrated an enormous donation of \$17,500 to BCRF – bringing their cumulative total to over \$45,300 over the past four years. They credit their success to their dedicated supporters including longtime BCRF donor Cindy Citrone who generously covered the cost of the goods the team sold.

"My wife's diagnosis has really brought the issue to the forefront of our lives," Tung said. "It's an honor to be able to do my share to raise money and awareness for this terrible disease." 🌸

SAVE THE DATE

Aug. 11, 2016

Play for P.I.N.K. Sizzling Hot Pink Saratoga Hat Luncheon Presented by ESCADA 11:00 am Saratoga Race Course

Play for P.I.N.K.

Play For P.I.N.K. Donates a Record \$4.9 Million to BCRF

On December 14, Play for P.I.N.K. (PFP), a grassroots fundraising organization using lifestyle and sporting events to raise funds for breast cancer research, presented a donation of \$4.9 million to benefit the Breast Cancer Research Foundation (BCRF).

Since its inception in 1996, PFP has contributed over \$43.4 million, making the organization one of BCRF's largest donors. PFP currently supports 18 research projects led by 26 world-class scientists investigating the spectrum of breast cancer, including tumor biology, genetics, prevention, treatment and survivorship.

"Play for P.I.N.K. began as an act of friendship," stated Laura Lassman, President and Founder of PFP. "In 1990, a fellow member and good friend at Alpine Country Club was diagnosed with breast cancer. I mobilized members and put together a golf tournament that would direct the money towards funding breast cancer research. I never imagined that one decision would have such a significant impact on so many lives."

What makes PFP unique is that 100 percent of all proceeds go directly to BCRF thanks to the sustained



- 1 2015 PFP Check Presentation
- 2 Hunters Run Country Club, Florida

generosity of Bloomberg, which underwrites all overhead costs. PFP identified BCRF as its sole beneficiary in 1996 because of BCRF's mission to advance the world's most promising research and its fiscal efficiency and accountability.↪

[Learn more at playforpink.org](http://playforpink.org)

SAVE THE DATE

Oct. 13, 2016

The Pink Agenda Annual Gala 7:30 pm - 11:00pm Tribeca Three Sixty New York, NY

The Pink Agenda

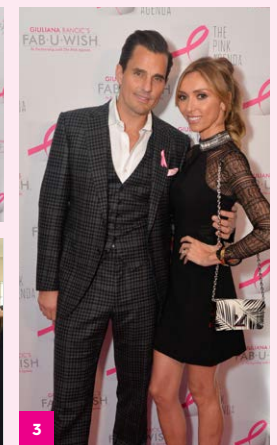
An Impactful October for The Pink Agenda

On October 16, 2015, The Pink Agenda celebrated breast cancer awareness month in black and white at their Eighth Annual New York City Gala. TV personality Giuliana Rancic, with her husband, Bill Rancic, co-hosted the event led by Co-chairs Sam Tritsch and Dani Haskin, with Honorary Co-chair Meghan Rooney Foley.

The Gala featured a presentation of the Lisa Mae Lee Award to Jane Hertzmark Hudis of Estée Lauder for her outstanding leadership in the fight against the disease. A very special FAB-U-WISH was also granted at the Gala to a young woman battling the disease. Music was provided by DJ, model and entrepreneur Hannah Bronfman.

The event successfully raised over \$250,000 and was generously sponsored by Bandier, Brunswick Group, Cindy & Rob Citrone, Cushman & Wakefield, Hanky Panky, William Lauder & Lori Tritsch, The Lauder Foundation — Leonard & Judy Lauder Fund and Lyft.

- 1 Danielle Lauder, Samantha Tritsch, Jane Hertzmark Hudis, Dani Haskin
- 2 Estée Lauder FABtober Makeup Artists
- 3 Bill Rancic, Giuliana Rancic

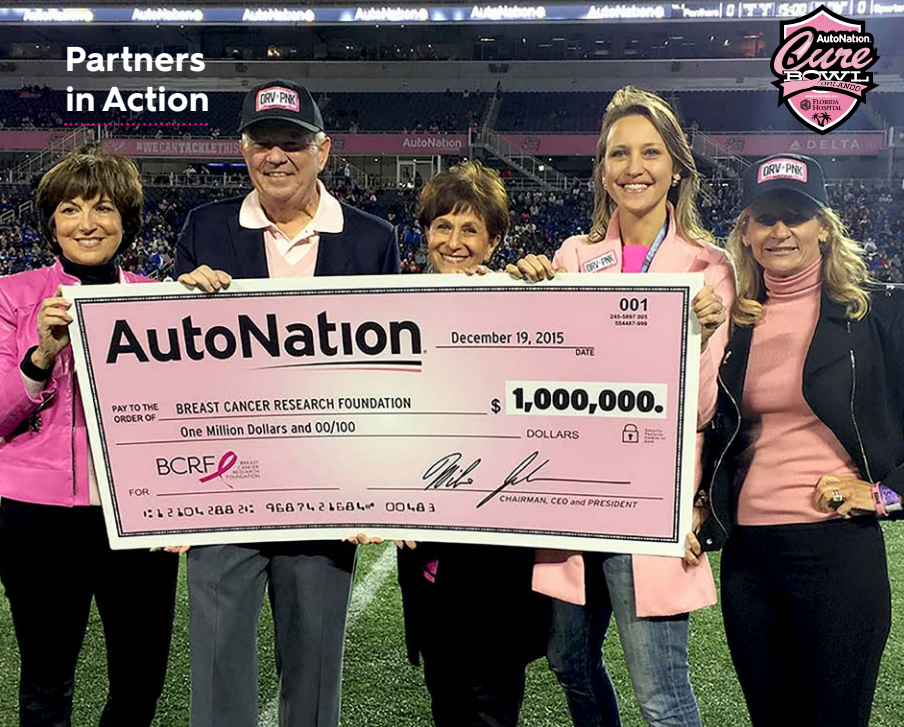


To-date The Pink Agenda has raised over \$1.5 million for breast cancer research.

October also marked the first ever FABtober campaign. The month-long event aimed to help young women fighting breast cancer feel wonderful. With the help of Giuliana Rancic, Estée Lauder and Lord & Taylor, FABtober granted 31 wishes in 31 days to women across the country who faced the disease. As part of the campaign, six Chicago-area wish recipients and their friends enjoyed makeovers before attending a special meet and greet with Giuliana.↪

[Learn more at thepinkagenda.org](http://thepinkagenda.org)

Partners in Action



Receiving the check was (left to right) BCRF Advisory Board Member Alice Jackson, CEO of AutoNation Mike Jackson, alongside BCRF's President Myra Biblowit, Co-chair Kinga Lampert and Board Member Cindy Citrone

BCRF Receives \$1 Million at Inaugural AutoNation Cure Bowl

The donation funds four research projects across the nation

On Saturday, December 19, 2015, BCRF took the field at the first ever AutoNation Cure Bowl in Orlando, Florida. The college bowl game pitted San Jose State University against Georgia State University, with San Jose State achieving victory 27-16. In the end, everyone went home a winner; AutoNation presented a \$1 million check to BCRF, funding four research projects at the University of Southern California, University of Texas MD Anderson

Cancer Center, University of Miami and University of Central Florida. This was the largest corporate charitable gift ever presented as part of a college bowl game.

Four years ago, Alice Jackson, wife of AutoNation CEO Mike Jackson, went for a routine mammogram when she learned she had DCIS – stage 0 breast cancer – in both breasts. Armed with the knowledge of her doctors, she opted for a bilateral mastectomy to prevent the disease from reoccurring in an invasive form.

Ahead of the AutoNation Cure Bowl, Jackson spoke with BCRF about her diagnosis, treatment and why she believes research is the key to a world beyond breast cancer.

BCRF Has your breast cancer diagnosis changed your perspective in any way?

AJ I have a view of every day being a blessing and a true appreciation of life's big and small miracles. It sounds a bit cliché to be blessed for every day and being with my family, but in a moment life can change.

BCRF Why is breast cancer research specifically important to AutoNation?

AJ All of us have a family member, friend or acquaintance who has had breast cancer. Many of the AutoNation employees have been affected personally or through a family member or friend. With the wonderful enthusiasm and support of our AutoNation family we are confident to be able to spread the word for support and awareness of the fight against breast cancer and how critical it is to find a cure for everyone in every phase afflicted with this disease.

BCRF What do you hope AutoNation customers will learn from the company's partnership with BCRF?

AJ With 26,000 strong, Mike and I along with the entire AutoNation family want to show our passion that breast cancer has no borders and have confidence that we will find a cure. 🌸

Read the full interview on bcrcure.org/blog

This Mother's Day, BCRF Partners Helped Honor the Special Women in Our Lives



BCRF's Mother's Day Sweepstakes included a trip to NYC for two, shopping exclusives and luxury gift packages

In celebrating those we love and in remembering those we've lost, our partners came together this Mother's Day to help families honor the special women in their lives.

BCRF corporate partners donated unforgettable experiences to one winner through BCRF's Mother's Day Sweepstakes including: a trip for two to New York City with flights from Delta; a two-night stay at The London NYC; dinner and drinks for two at Hard Rock Café; gifts from With You Locketts, ALEX AND ANI, CAROLEE, Tory Burch, The Estée Lauder Companies' brands, Swimwear Anywhere, Wilson Sporting Goods; and even personal makeovers with an Ulta Beauty Artist.

BCRF's resolve to ensure that all families have the chance to spend more time with mom is strengthened by the commitment and support of our corporate partners. A special thanks to our media partner PeopleShop.com of People Magazine for helping to spread the word. 🌸

BCRF Corporate Partners Unite


Amy Robach joins leaders across all industries at BCRF's Annual Corporate Partner Summit



In the spirit of uniting against cancer, BCRF hosted its Annual Corporate Partner Summit this March – bringing together 70 leaders across all sectors including beauty, fashion, home, travel, fitness and more at ANN INC.'s headquarters in Times Square.

Amy Robach, "Good Morning America" host, author, and breast cancer survivor, joined the summit to provide personal insight into her journey with the disease. "Research saved my life and that's why it's important to me, as a shopper, to know that products give back to research," said Robach.

One of the most powerful moments for partners to unite is around Breast Cancer Awareness (BCA) Month every October. While breast cancer impacts lives year-round, BCA month brings the disease top of mind for millions across the nation.

"Last October, we saw an unprecedented corporate commitment to be the end of breast cancer," said BCRF President Myra Biblowit. "By engaging employees and empowering communities to make a difference through their purchases, our partners are making a real and tangible impact by funding over 100 researchers this year. We look forward to continuing our growth – creating change through our collective power." 

THIS YEAR,
BCRF PARTNERS
MADE POSSIBLE

OVER
500,000
HOURS
IN THE
LAB.



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



bloomingdales

ANN INC.

ANN TAYLOR | LOFT

AutoNation

DELTA



JCPenney

macy's



ULTA BEAUTY



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10

New York City

Celebrating a Renewed Commitment to Research at BCRF's Symposium & Awards Luncheon

- 1 **Top L-R** Jane Pontarelli, Carole Ermel, Laura Lassman, Barbara Dickstein, Doris Mortman, Ellen Lassman
- Bottom L-R** Stephanie Hamburger, Meyer Grodetsky, Deborah Schachter, Sheryl Schwartz
- 2 Leonard Lauder, Peg Mastrianni
- 3 Deborah Krulewicz, Lisa Somar, Nicole Vartanian
- 4 Tory Burch, Reva Robinson
- 5 Myra Biblowit, Arlene Taub
- 6 Cathy Franklin, Jane Hertzmark Hudis, Dr. Clifford Hudis, Sandra Lee, William Lauder, Paula Zahn, Maria Baum
- 7 Dee Ocleppo Hilfiger, Kinga Lampert
- 8 Dr. Joan Brugge, Dr. Larry Norton
- 9 Joan Lunden
- 10 Panelists: Drs. Norton, Brugge, Fuqua, Stearns and Hudis

On October 29, 2015, BCRF celebrated this year's \$48.5 million commitment to breast cancer research and an additional \$5.4 million for the Evelyn H. Lauder Founder's Fund at the annual Symposium & Awards Luncheon at The Waldorf Astoria.

The symposium was titled "Progress in Killing Drug Resistant Cancer Cells" and featured panelists Dr. Joan Brugge of Harvard Medical School, Dr. Suzanne Fuqua of Baylor College of Medicine, and Dr. Vered Stearns of Johns Hopkins. The dynamic panel was moderated by BCRF Scientific Director Dr. Larry Norton, and BCRF Scientific Advisory Board Chairman Dr. Clifford Hudis, both of Memorial Sloan Kettering Cancer Center.

This year's luncheon, hosted by journalist, author, and breast cancer survivor Joan Lunden, raised more than \$2 million to fuel research. BCRF grantee Dr. Joan Brugge was honored with the Jill Rose Award for her distinguished work to advance understanding of the molecular and cellular biology of breast cancer. Reva Robinson presented

her daughter, Tory Burch, with the Sandra Taub Humanitarian Award, honoring Tory's leadership and commitment to BCRF.

"Evelyn Lauder had a big dream: to see the end of breast cancer," said Tory Burch. "I am honored to receive this award and confident that together we will realize Evelyn's big, bold dream."

The event's Co-chairs included Roberta Amon, Anne H. Bass, Clarissa Alcock Bronfman, Marjorie Reed Gordon, Betsy Green, Dee Ocleppo Hilfiger, Gail Hilson, Aerin Lauder, Wendi Rose, Arlene Taub and Simone Winston.

Underwriters for the event included ANN INC., Jody and John Arnhold, Roslyn and Leslie Goldstein, Amy Goldman Fowler and the Lillian Goldman Charitable Trust, The Lauder Foundation – Leonard & Judy Lauder Fund, Lifetime, and Tough Enough to Wear Pink. Winston Flowers and D'Arrigo Brothers provided décor, while The Estée Lauder Companies provided a lovely Tory Burch fragrance as a special gift for each guest. ✨

SAVE THE DATE

**Oct. 27, 2016
NYC Symposium
and Awards
Luncheon**

Symposium
9:30 am – 11:15 am
Vanderbilt Room,
Awards Luncheon
11:30 am – 2:00 pm
Grand Ballroom,
The Waldorf Astoria
New York, NY

**Nov. 3, 2016
Boston Hot Pink
Luncheon &
Symposium**
11:00 am – 2:00 pm
Boston Harbor Hotel
Boston, MA

Boston

BCRF Commits \$6 Million in Research Grants to Boston

BCRF announced its dedication of \$6 million in grants to scientific investigators at premier medical institutions in the New England area at its annual Luncheon & Symposium on October 23, 2015, at the Boston Harbor Hotel. New England is the geographical area with the second highest concentration of BCRF grantees, with a cumulative investment of over \$58 million.


This year's Boston Hot Pink Luncheon & Symposium was dedicated in memory of Dr. Carolyn Kaelin, a steadfast supporter of BCRF, a respected surgeon and physician, an accomplished author, and the wife to BCRF grantee, Dr. William G. Kaelin, Jr.

The symposium featured a panel discussion titled "Understanding Women's Risk for Breast Cancer and Other Cancers," moderated by Dr. Clifford Hudis of Memorial Sloan Kettering Cancer Center. Panelists included Drs. Judy Garber of Dana-Farber Cancer

Institute, Harvard Medical School, and Nadine Tung of Beth Israel Deaconess Medical Center, Harvard Medical School.

Kelley Tuthill of WCVB, longtime friend and spokesperson for BCRF, led an inspiring conversation with Davina McNaney, a breast cancer survivor who ran 467 miles to raise funds for BCRF. Also in attendance was Carol Stevens – one of the longest living survivors of breast cancer (diagnosed at 33, now 91 years old).

The luncheon, which raised nearly \$350,000, included an informal fashion presentation featuring the Fall 2015 Collection by Neiman Marcus Boston.

The event was underwritten by JPMorgan Chase and was led by Honorary Chair Nancy Kelleher, and Co-chairs Stephanie Andrews, Andrea Brooks, Katherine Chapman, Penelope Fireman, Karen Hale, Elena Matlack, and Simone Winston. 

- 1 Linda Waintrup, Sandra Krakoff, Simone Winston, Linda Holliday, Myra Biblowit, Andrea Brooks, Elisha Daniels, Lynn Dale
- 2 Dana Gerson Unger, Elena Matlack, Jennifer DiRico
- 3 Anne Stevens, Carol Stevens, Chris Stevens
- 4 Nancy Kelleher, Caroline Kelleher Warren, Rick Kelleher
- 5 Marc White, Stephanie Andrews
- 6 Alyssa Romano, Adrienne Camire, Elisha Daniels, Hana Pegrimkova, Madeleine Capino
- 7 Panelists: Drs. Hudis, Tung and Garber
- 8 Scott Herman, Myra Biblowit, Nate Michaud
- 9 Stacey Lucchino, Dr. William Kaelin, Jr.
- 10 Kelley Tuthill, Davina McNaney





Long Island



Amy Robach Kicks Off Breast Cancer Awareness Month at Pink Promises Luncheon

On October 7, 2015, Amy Robach of "Good Morning America" helped to kick off Breast Cancer Awareness Month with the Pink Promises Luncheon at the Crest Hollow Country Club on Long Island, raising more than \$350,000. BCRF Scientific Advisory Board Chairman Dr. Clifford Hudis led an engaging discussion titled "Breast Cancer Advances: Leading the Way." Now in its sixth year, this annual event has raised over \$3.4 million for BCRF to date.

The luncheon had a handbag theme and featured dozens of generously donated designer bags that were raffled and auctioned, raising significant additional funds. Stephanie and Ian Ginsberg chaired the event, and underwriters included C.O. Bigelow Apothecaries, The Estée Lauder Companies, The Lauder Foundation – Leonard and Judy Lauder Fund, Tanger Outlets, and Tour De Bondville – Susan and Alan Bushell.

- 1 Amy Robach, Dr. Clifford Hudis
- 2 Ian Ginsberg, Myra Biblowit, Stephanie Ginsberg, Betsy Swersky



Westchester

Jayne Jamison Shares Her Story at the Westchester Hot Pink Luncheon

Last year's Westchester Hot Pink Luncheon, held at the Brae Burn Country Club on November 19, 2015, featured a discussion between Drs. Larry Norton and Clifford Hudis of Memorial Sloan Kettering Cancer Center, and special guest Joan Lunden. Jayne Jamison, a breast cancer survivor and Senior Vice President, Publisher and Chief Revenue Officer at "O, The Oprah Magazine," was the featured speaker, and

shared her story of survivorship as a woman in the workforce.

The event raised nearly \$210,000 and was led by Co-chairs Ellen Brown, Debra Ezratty, Ellen Kaidanow, Marla Mehlman, Kim Meyers, and Linda Plattus. Beacon, a local subscription airline, donated a Hot Pink Bonus Ticket item on site to raise additional funds for BCRF.

- 1 Myra Biblowit, Linda Plattus, Marla Mehlman, Ellen Brown, Debra Ezratty, Dr. Elizabeth Chabner Thompson, Jayne Jamison, Ellen Kaidanow, Allison Fehrenbaker, Andy Baevsky, Kim Meyers
- 2 Jayne Jamison





Palm Beach

Joan Lunden Joins Leonard Lauder to Host the Palm Beach Hot Pink Luncheon & Symposium

The annual Palm Beach Hot Pink Luncheon & Symposium was hosted by Joan Lunden on February 4, 2016, at The Breakers Palm Beach. The event raised over \$780,000 for BCRF, a new record for the event now in its 13th year.

Drs. Larry Norton and Clifford Hudis hosted a dynamic panel entitled “Breast Cancer: Where Are We Now? Where Are We Going?” featuring BCRF investigators Drs. Bruce G. Haffty of Rutgers Cancer Institute of New Jersey, William G. Kaelin Jr. of Dana-Farber Cancer Institute and Elisa Port of Icahn School of Medicine at Mount Sinai.

The event featured a fashion presentation of 2016 Spring collections from Neiman Marcus Palm Beach, a \$35,000 pair of Margot McKinney earrings and a

priceless Seminole Casino experience with the Commodores.

Event leadership in attendance included Sandy Krakoff, Hillie Mahoney, Mary Alice Pappas, Frances Scaife, Judie Schlager, Donna Acquavella, Louise Braver, Merel Cayne, Betsy Green, Ronnie Heyman, Judy Glickman Lauder, Petra Levin, and Sydell Miller.

Premier underwriting was made possible by Credit Suisse. Additional underwriters included Braman Motorcars, Louise and David Braver Philanthropic Fund, Douglas Elliman, Fairholme Foundation, The Lauder Foundation— Leonard & Judy Lauder Fund, Petra and Stephen Levin, and Neiman Marcus. ↗

- 1 Judy Lauder, Leonard Lauder, Joan Lunden
- 2 Hillie Mahoney, Mila Multroney, Thomas Quick
- 3 Petra Levin, Kinga Lampert, Irma Braman
- 4 Dr. Bill Kaelin, Dr. Bruce Haffty, Myra Biblowit, Dr. Cliff Hudis, Dr. Elisa Port, Dr. Larry Norton, Dr. Marc Hurlbert
- 5 Neiman Marcus Fashion Presentation

BCRF Events 2016

August

SAT 6

The Hamptons Paddle & Party for Pink

Paddle Race
8:00 am-11:30 am
Havens Beach Party
6:30 pm-11:00 pm
Hamptons, NY

THURS 11

Play for P.I.N.K. Sizzling Hot Pink Saratoga Hat Luncheon

Presented by ESCADA
11:30 am
Saratoga Race Course
Saratoga, NY

September

FRI 30

Pink Promises: Casino Night

7:00 pm-11:30 pm
Crest Hollow Country Club
Long Island, NY

October

THURS 13

The Pink Agenda Annual Gala

7:30 pm-11:00 pm
Tribeca Three Sixty
New York, NY

THURS 27

NYC Symposium and Awards Luncheon

Symposium
9:30 am-11:15 am
Vanderbilt Room
Awards Luncheon
11:30 am-2:00 pm
Grand Ballroom
The Waldorf Astoria
New York, NY

November

THURS 3

Boston Hot Pink Luncheon & Symposium

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

WED 30

Westchester Hot Pink Luncheon

11:00 am
Brae Burn Country Club
Purchase, NY

NON-PROFIT ORG.

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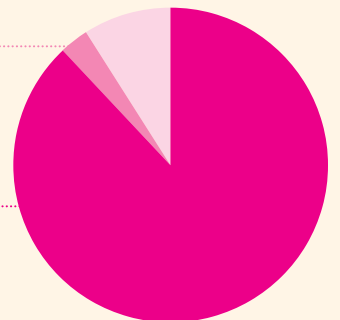


The Breast Cancer Research Foundation (BCRF) is committed to being the end of breast cancer by advancing the world's most promising research. BCRF is the only breast cancer organization in the US with an A+ from CharityWatch and has been awarded Charity Navigator's highest rating of four stars 14 times since 2002.

91% GOES TO BREAST CANCER RESEARCH & AWARENESS

3%
goes to awareness programs

88%
goes to Breast Cancer research



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