

Winter 2009 PINK PRESS[®]

A Message from Evelyn Lauder, Founder and Chairman

The Breast Cancer Research Foundation began in 1993 and I am so proud of what we, together, have accomplished in our 15 years of funding the best, the brightest, the most ambitious, innovative breast cancer researchers and clinicians in the world. Ten years ago we could not have hosted the Symposium we had in October, about the specific differences among cancer cells, because we didn't have the scientific language to talk about these differences. When you see this kind of knowledge, this kind of sharpening and precision of understanding at the forefront of breast cancer research, you know that the tireless commitment of our researchers is paying off.

This year, we raised nearly \$40 million, enabling us to award \$34.5 million in research grants to 166 scientists—15 more scientists than last year, bringing our total since 1993 to over \$225 million. We have new, collaborative projects in the United States and throughout Europe, Latin America, Canada, Australia, Africa and the Middle East. Our team has shared exciting research results in the past year on everything from systemic therapy and radiation to new anti-angiogenesis drugs to cancer stem cells and Vitamin D. See inside for more details.



Thank you for making these accomplishments possible. We are so very grateful for your generous support, particularly in a time of economic challenges when hard choices have to be made about where your precious dollars will go. We certainly

do not plan to stop now as there is still more work to be done. That is why it is important that you help us to pursue our work in 2009 with as much vigor as ever. Prevention and a cure in our lifetime cannot be realized without your continued support.

Here's to a healthy 2009!

Evelyn H. Lauder

BCRF's Symposium and Luncheon

Cloudy skies did not dampen the enthusiasm of guests attending the October 29th BCRF Annual Symposium and Awards Luncheon at the Waldorf=Astoria Hotel in New York City.

The morning commenced with an enlightening Symposium entitled *Not all Cancer Cells Are Alike: Identifying The Cells That Grow Into Cancers and What We Can Do About Them*. The seminar featured a stellar panel of six of the world's leading breast cancer experts sharing the latest information on the specific differences among cancer cells. Following the Symposium, an overflow crowd of 1,200 guests helped to raise nearly \$1.9 million. The Foundation awarded \$34.5 million in grants to 166 of the world's brightest minds in cancer research today.

The Awards Luncheon opened with moving remarks by several special guests who were personally touched by the disease: Marcellus Wiley, former NFL player and ESPN sports analyst, lost his mother to breast cancer at a young age; Arlene Taub, esteemed BCRF Advisory Board member, lost her daughter after an eleven and a half year battle with the disease; Laura Lassman, President of Play for P.I.N.K., was so touched when one of her friends was diagnosed with the disease more than 15 years ago that it inspired her to start the all-volunteer group that raised \$3 million for BCRF this year; Dr. Gabriel Hortobagyi, the internationally recognized researcher who was among the first eight BCRF grantees in 1994, recounted how far BCRF has come since then and how so many women with the disease are now able to live healthy lives; and finally, Robin Roberts, anchor of *ABC News Good Morning America* and living proof that one can beat breast cancer, spoke movingly about her personal experience.



Robin Roberts

Roberts heralded Evelyn Lauder for establishing BCRF and the ever-growing "team of champions" it supports—testimony to how "one woman with vision, commitment, passion and determination can achieve [great things] when she believes in something with all her heart."

BCRF Scientific Director, Dr. Larry Norton, presented the Jill Rose Award, awarded each year in memory of its namesake to honor distinguished scientific achievement, to Dr. Robert Weinberg, founding member of the Whitehead Institute for Biomedical Research. Norton introduced Weinberg as "one of my scientific heroes even before he became *Discover Magazine's* Man of the Year in 1982." Weinberg, who modestly told Luncheon attendees that he feels lucky to go to work every day in an environment where his "curiosity-driven research" is appreciated and supported, has made numerous discoveries that anchor cancer research throughout the world. In 1982, he discovered the first human cancer-



symposium and luncheon



Wendi Rose and Marshall Rose



Mayor Michael Bloomberg



Photo: Rob Rich

Drs. Gordon Mills, Clifford Hudis, Julie Gralow, Benita Katzenellenbogen

causing gene, the ras oncogene. His laboratory also discovered a second type of cancer-causing gene, called a tumor suppressor gene. It normally brakes rapid cell growth and is lost from many cancer cells. More recently, his group has found that primary cancers can stimulate the growth of metastases by sending signals to the bone marrow. He believes that this may offer an opportunity to combat metastases by interrupting these blood-borne signals. He expressed gratitude to BCRF for essential financial support which enabled his laboratory to begin a new focus on breast cancer five years ago.

Two-time Tony Award winner and quintessential New Yorker, singer and actress, Bernadette Peters, presented the Honorable Michael Bloomberg with the Humanitarian Award in recognition of his leadership as Mayor of the City of New York and for being an exemplary private philanthropist and public citizen committed to healthy living, eating and smoke-free initiatives. For the past ten years, Bloomberg LP has underwritten the Play for P.I.N.K. program, enabling

it to donate 100% of its proceeds directly to the Foundation.

The Symposium and Awards Luncheon was made possible by underwriters QVC and Tough Enough to Wear Pink. The Foundation also thanks co-chairmen Anne Eisenhower Flöttl, Betsy Green, Joanne de Guardiola, Ronnie Heyman, Gail Hilson, Evelyn H. Lauder, Cynthia Lufkin, Gigi Mortimer, Pauline Pitt, Elizabeth Rohatyn, and Christine Hearst Schwarzman for making this event a huge success.



Drs. Larry Norton and Robert Weinberg



Marcellus Wiley, Bernadette Peters, Evelyn Lauder, NY State First Lady Michelle Paterson, Robin Roberts



Evelyn Lauder, Dr. Laura Esserman, Muriel Siebert

Unless otherwise noted all photos: Julie Skarratt



Gail Hilson



Michael George, President, QVC and Myra Biblowit



Arlene Taub



Marisa Acocella Marchetto and Lisa Lambert



Gigi Mortimer and Cynthia Lufkin



Laura Lassman (front, center) with Play for P.I.N.K. Investigators: Drs. Marc Lippman, Nancy Lin, Robert Benezra, Edith Perez, James Ingle, Julie Gralow, Peggy Porter, Kathryn Horwitz, Mark Green, Tan Ince



Dr. Susan Clare, Kathy Miller, and Anna Maria Storniolo



Evelyn Lauder, Dr. Judy Garber; Anne Keating, Senior VP of Public Relations, Bloomingdale's; and Dr. Titia de Lange

Not All Cancers Are Alike



Evelyn Lauder (L) and Myra Biblowit (R) with Symposium Panelists: Drs. Larry Norton, Robert Weinberg, Charlotte Kuperwasser, Michael Clarke, Hope Rugo, and Joan Brugge

The headline for this year's BCRF Symposium and Luncheon on October 29th, "Not All Cancer Cells Are Alike" can be taken in two ways. In the scientific sense, breast cancer is being parsed into more and more subcategories, in some cases revealing hidden abilities of cancers that can lead to recurrence. In another sense, the odds for surviving breast cancer have improved dramatically in the past fifteen years. The chances for survival are better for breast cancer than for other cancers such as lung or ovarian cancer. Part of this improvement can be attributed to the dedication and success of the outstanding researchers funded by The Breast Cancer Research Foundation.

The Symposium preceding the Luncheon provided a glimpse at how this elegant model for accomplishment works. A panel of five BCRF experts gathered to discuss an important and emerging aspect of breast cancer. While it is widely understood that breast cancer is a collection of diseases, more recently scientists have identified a new class of cells within tumors that challenges our understanding of breast cancer. A specialized sub-population of cells—a small minority of the total number of tumor cells—have the distinct ability to initiate new tumors. While the consensus on what to call these cells and how to explain their existence is still evolving, many scientists refer to the tumor-initiating cells as cancer stem cells. Moderated by the BCRF's Scientific Director, Larry Norton, MD, of Memorial Sloan-Kettering Cancer Center, presenters Joan S. Brugge, PhD, of Harvard Medical School; Michael F. Clarke, MD, of Stanford University; Charlotte Kuperwasser, PhD, of Tufts University School of Medicine; Hope S. Rugo, MD, of the University of California at San Francisco; and Robert A. Weinberg, PhD, of the Whitehead Institute, elaborated on what we know about tumor-initiating cells.

Weinberg led the presentations, explaining to the packed conference room at the Waldorf=Astoria that adult stem cells—normal cells that exist throughout our bodies—assist in the body's self-renewal process by initiating new tissues as old cells die off. He went on to explain that the same is true for tumors; a small minority of cells represents the heart of a tumor's ability to thrive. What's more, this relatively recent knowledge explains why a small proportion of tumor cells may be resistant to the treatments aimed at their fast-growing sister cells. Cancer stem cells may be the source of a tumor's recurrence after breast cancer has by all indications been eradicated from the body.

Kuperwasser, who trained under Weinberg and is an expert in normal breast development and breast cancer biology, added to the description of tumor-initiating cells. She cited research that suggests that stem cells can break away from the primary tumor, circulate to other areas of the body and find a protective niche where they can reside indefinitely. Kuperwasser and others are learning more about the conditions that keep tumor-initiating cells dormant versus active. This may help explain why breast cancer can recur over a long horizon, as much as 10-20 years after treatment.

Next, Michael Clarke, a researcher who led the discovery of breast cancer stem cells in 2003, explained that breast cancer-initiating cells live by a different set of rules than other cancer cells. He and several other BCRF researchers study the mechanisms that set cancer stem cells apart. Learning what makes them tick may help scientists develop treatments targeted to these cancer cells, too.

Hope Rugo, a clinician-researcher, discussed the possibilities of patient-related factors that aid tumor-initiating cells, and how an understanding of those factors could be part of future treatments.

Joan Brugge described her pioneering research in creating three-dimensional biological structures resembling the glands of the breast. These structures permit Brugge and her colleagues to learn new ways to block the abnormal behavior of cells, including cancer cells and cancer stem cells.



The panelists—representing an outstanding range of laboratory, translational and clinically-grounded research on a vexing aspect of breast cancer—demonstrated how the creation of new knowledge leading to new ways to anticipate and treat the disease comes about through careful consideration and collaboration.

As is true every year, Symposium attendees filling the conference hall had informed questions on a range of topics including cancer stem cells, prevention and nutrition, targeted therapies and the duration of treatments. Norton reminded participants when they queried panelists and their colleagues about nutritional supplements, that “cancer cells are your cells—they are not foreign and they live off of the same things your normal cells live off of.” A revealing discussion about the current standards for Vitamin D and folic acid supplementation took place. “We do know for sure that consistent exercise and minimum weight gain are important prevention measures that everyone can try to achieve,” said BCRF grantee Marc Lippman of the University of Miami.

BCRF convenes a unique annual scientific retreat for its investigators the day before the Symposium and Luncheon. This year the retreat followed a new format that emerged from suggestions from the entire group. Instead of gathering all grantees to share and discuss ideas related to one theme presented by a small group of speakers, as it was done in past years, this year’s format was designed with more of a “think tank” atmosphere in mind. All researchers actively participated in six simultaneous sessions that had earlier been proposed and agreed upon by consensus: Biomarkers; Cancer Stem Cells and Cancer/Stroma Interactions; Therapeutic Targets/Targeted Therapeutics; Inherited Susceptibility Genes; Molecular Classification, Prognostication and Prediction; and Prevention and Survivorship. When he welcomed the entire group at the outset, Norton encouraged the researchers to use the sub-groups the way jazz musicians would use a jam session—to open up creativity and improvisational thinking. That advice proved to be effective. During the summary hour for which the entire group reconvened, session moderators summarized their discussions, all of which had come up with new collaborative projects or ideas to advance breast cancer research from those topical perspectives.



Photo: Rob Rich
 BCRF Scientific Advisors: Drs. Lajos Pusztai, Vered Stearns, Judy Garber, Patricia Ganz; Dr. Clifford Hudis, Chairman of the BCRF Scientific Advisory Committee; Dr. Peter Greenwald, Dr. Larry Norton, Chairman of the BCRF Executive Board of Scientific Advisors; Drs. Nancy Davidson and Gabriel Hortobagyi

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Photo: Rob Rich

Drs. Eduardo Cazap and Francisco Esteva

Q&A with Dr. Eduardo Cazap

President, Latin American and Caribbean Society of Medical Oncology (SLACOM)
Buenos Aires, Argentina

Q: You've been an oncologist in Argentina for over 30 years. What brought you to breast cancer research?

A: Cancer is a global problem. This may seem like a simple statement, but it's not. If you consider the world, there is a troubling gap between the advancement of scientific knowledge and applicable knowledge to populations. No longer can we talk about this problem in terms of rich and poor countries; that's not a useful distinction to make because even so-called rich countries, like the United States, have big challenges in delivering medical resources for all the population. Patients do not have equal access to quality care.

With breast cancer, an example of this inconsistency is the use of mastectomy as a treatment. Despite scientific advances, mastectomy remains the most common treatment for breast disease throughout the world. This is not always a good medical practice, and it is a result of very practical problems. In many places there are simply no pathologists, or there are so few that the reports are delayed to the point of being unhelpful—in some cases, many months. Doctors in these situations have little choice beyond treating their patients with mastectomy, even if they know that many would be better treated with less radical surgeries.

With BCRF support, I am pursuing the question of how to analyze the conditions of care in a given country or region—in my case 12 countries in Latin America and the Caribbean: Mexico, Brazil, Argentina, Peru, Chile, Colombia, Venezuela, Paraguay, Uruguay, Panama, Honduras and Bolivia. Once we analyze the situation, we can begin to improve the continuous delivery of good medical care in this region. It comes down to identifying the best strategies for improving delivery of breast cancer treatment.

The lack of information was the basis of our research.

Q: How does this process work in the project that you initiated?

A: The first phase of our research was a survey, which was published with analyses in a special issue of *Cancer* in October 2008. We initially lacked basic data about the conditions of care throughout the region. For the survey, an advisory board of the Latin American and Caribbean Society of Medical Oncology (SLACOM) generated 65 questions about breast cancer related to epidemiology, screening, diagnosis, treatment, research, palliative care, and medical education. Phone interviews with 100 experts in the 12 countries—this ranged from directors of cancer centers, to heads of scientific societies, to established surgeons and oncologists—gave us a detailed description of breast cancer in the region. Our panel reviewed the survey and came up with results that we can use as a basis to focus our attention on improvement.

The second phase is a comparison between the experts' assessment of the state of breast cancer and what governments say they are doing in the area of breast cancer: National cancer plans and better epidemiologic data are needed for all countries. The World Health Organization and the International Union Against Cancer has deemed them an urgent priority. A complete review of countries' capacities is necessary before determining the best approaches to bringing governments and the private sector into stronger collaborations to improve breast cancer care.

Q: What has the initial survey revealed?

A: Many things, some of them alarming. It is known that Latin America has a lower incidence of breast cancer than that of more developed countries, but the mortality rate is higher. Our survey provided a window on why that may be the case. We learned that an overwhelming majority of breast cancer suspicion in these countries (79%) is identified by the patient herself. Hand in hand with this finding is the fact that there are almost no laws or guidelines in the countries surveyed for mandatory mammographic screening. Mammography exists in most locales, but its use is limited. We believe that women are detecting breast cancers themselves when the disease is more advanced because they are not routinely screened for the disease. This reality contributes to poorer outcomes. This situation is closely related to poor medical and general population education.

We also learned that while there are research activities and data collection going on in the region, projects are limited and only 1% of these activities are conducted in the formal academic setting of a university. To date, there is very poor support from governments for cancer research in Latin American and Caribbean countries.

On the positive side, three quarters of the experts surveyed indicated that some type of population-based cancer registry with incidence data from the last five years was available. Without the survey we never would have known that this data exists. We are now devoting resources to bringing this data together in a standardized, accessible format.

Q: What is your outlook on whether breast cancer can be prevented and cured on a global level?

A: Things will improve when there are established national cancer plans throughout the region. I believe we can prevent and cure cancer as good access to care for as many people as possible increases.

Q: How has BCRF helped you?

A: To my knowledge, BCRF was the first organization to fund independent research in breast cancer in Latin America and the Caribbean at the regional level in the time that I have practiced oncology.

Q: What do you see as the biggest challenge in cancer research?

A: Governments worldwide increasingly lack the political will to improve health care systems to the extent that is needed. This is primarily due to lack of adequate budgets. There should be more regional and national medical collaborations, with funding from governments.

Q: What advice would you give to young physician-researchers?

A: To be open-minded and to look for new strategies suited to our populations and local resources.



Photo: Julie Skarac

Letter From Our President

Thanks to the support of our dedicated donors over the past 15 years, The Breast Cancer Research Foundation has successfully expanded its grantmaking capabilities from \$159,000 to eight scientists in 1994 to \$34.5 million to 166 researchers worldwide this year. This represents a monumental increase in our ability to provide the most eminent leaders in science the resources to cure breast cancer.

Our researchers haven't let us down. Whether it is the creation of an atlas of more than 1,300 genes associated with breast cancer or whether it's the discovery and refinement of new treatments according to a woman's individual genetics, BCRF researchers lead the field. Whether it's the wisdom to create a new science of survival, so that a woman's quality of life after treatment can be her best, BCRF researchers have spear-headed change. Whether it's finding ways to optimize the use of MRI for screening and diagnosis, or learning about dietary factors when it comes to breast cancer, BCRF researchers have given us new tools for saving lives.

There is still a distance to travel. But there are reasons why BCRF scientists have been so successful. First, it is their caliber. Our Executive Board of Scientific Advisors—led since the beginning by Dr. Larry Norton—as well as our Scientific Advisory Committee, chaired by Dr. Clifford Hudis, are among the smartest and most committed people working in cancer research today.

Second, BCRF grantees have the freedom to pursue the research that they feel will lead directly to cures and better prevention. This seems like an obvious feature of any research grant program, but sadly, it is not. The federal funding system is cumbersome and involves long waits, delaying critically important research. BCRF, on the other hand, rewards outstanding ideas within months.

Finally—and this is perhaps the most important element of The Breast Cancer Research Foundation—we fund world-wide collaboration. Truthfully; science is competitive, and that's a good thing. But when the stakes are high, we need to be more than just conveners of science. We must amplify our dollars and our research efforts wherever we can. Our Translational Breast Cancer Research Consortium does just that—uniting the efforts of leading breast cancer research centers in the United States and internationally. Our Research Portal allows BCRF grantees to collaborate and brainstorm new possibilities. The stakes are too high to allow questions to be asked in isolation. The stakes are too high not to share resources. This collaborative model works—we've seen the results.

Exciting, yet challenging times lie ahead, and we hope we can continue to count on your support to keep BCRF the premier breast cancer organization in the world.

Sincerely,

A handwritten signature in black ink that reads "Myra J. Biblowit".

Myra J. Biblowit



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Mark I. Greene, MD, PhD, FRCP
The Play for P.I.N.K. Award
Katherine L. Nathanson, MD
Robert H. Vonderheide, MD, D.Phil
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play for p.i.n.k.

Photo: Rob Rich



Play for P.I.N.K. (PFP) is thrilled to announce that this year we had over 160 clubs in 26 states participate: an unsurpassed number of participants, an unrivaled expansion of clubs and events, which resulted in an unprecedented amount of funds raised.

This phenomenal growth would not be possible without our dedicated board, chairwomen, participants, and of course our generous sponsors. **Bloomberg**, our title sponsor, underwrites all of the expenses of Play for P.I.N.K., enabling 100% of the proceeds to be donated to BCRF. The **Estée Lauder Companies** and **Wilson Sporting Goods** support us through their contributions of gifts and merchandise.

On October 30th, PFP's board proudly presented a record breaking \$3 million check to Evelyn Lauder and The Breast Cancer Research Foundation, bringing its cumulative contributions to \$15.75 million! Representatives from Bloomberg and The Estée Lauder Companies joined the PFP Board for this momentous event. Honored guests from Memorial Sloan-Kettering Cancer Center included Dr. Robert Benezra, one of the PFP-funded researchers and Dr. Larry Norton, Chairman of the BCRF Executive Board of Scientific Advisors.

As a result of such significant strides, PFP is currently funding twelve of the nation's leading breast cancer investigators:

- Robert Benezra, PhD – Memorial Sloan-Kettering Cancer Center
- Julie R. Gralow, MD – University of Washington
- Mark I. Greene, MD, PhD, FRCP – Abramson Cancer Center, University of Pennsylvania
- Kathryn B. Horwitz, PhD – University of Colorado Health Sciences Center
- Tan A. Ince, MD, PhD – Brigham & Women's Hospital, Harvard Medical School
- James N. Ingle, MD – Mayo Clinic, Rochester, MN
- Nancy U. Lin, MD – Dana-Farber Cancer Institute, Harvard Medical School
- Marc E. Lippman, MD – Miller School of Medicine, University of Miami
- Electra D. Paskett, PhD – Ohio State University Comprehensive Cancer Center
- Edith A. Perez, MD – Mayo Clinic, Jacksonville, FL
- Peggy L. Porter, MD – Fred Hutchinson Cancer Research Center
- Michael H. Wigler, PhD – Cold Spring Harbor Laboratory

We thank you for your tremendous P.I.N.K. support and look forward to another successful year in 2009!

Think P.I.N.K. Be in the know. Visit www.playforpink.org or call me at 646.497.2605 to find out about ongoing achievements, happenings, how to get involved, or how to make a donation.

Sincerely,
Stephanie Hamburger
Director, Play for P.I.N.K.



Photo: Rob Rich



Keely Shaye Smith, Pierce Brosnan, Judy Craymer and Myra Bibliowit



Peter Gregory, Jamee Gregory, Ellen Scarborough, and Chuck Scarborough



Katie Couric

Lights, Camera, Action! MAMMA MIA! Screens in the Hamptons

The Mamma Mia! movie screening in Southampton was the hottest ticket in the Hamptons this summer. Over 500 guests attended a Greek-themed after party, graciously sponsored by Universal Pictures, the Pink Blackberry® Curve™ 8830 Smartphone from Verizon Wireless, Bloomberg LP, and Condé Nast *Portfolio*. The handsome Pierce Brosnan joined Christine Baranski for this exclusive event honoring The Breast Cancer Research Foundation. Guests danced the night away to ABBA tunes and received fabulous gift bags provided by Pink Blackberry® Curve™ 8830 Smartphone.



Ann Taylor Continues Successful ANN Cares Card Program

In its second year, the ANN Cares Card program once again exceeded expectations. This year, the card generated an amazing \$1 million for BCRF. Ninety percent of the card's purchase price was donated to The Breast Cancer Research Foundation and customers' goodwill did not go unrewarded. In return, those who purchased the \$25 ANN Cares Card received 20% off every purchase of \$100 or more at Ann Taylor, Ann Taylor LOFT, Ann Taylor Factory, LOFT Outlet, anntaylor.com, and anntaylorLOFT.com.

WNBA NY Liberty Game

The New York Liberty, New York's professional women's basketball team, once again chose BCRF as their "Breast Health Awareness Night" beneficiary. This year's event, held on July 19th, was historic. The Liberty hosted the first-ever outdoor professional basketball game at Arthur Ashe Stadium at the National Tennis Center in Queens, NY. "Breast Health Awareness Night" raised over \$20,000.



Kym Hampton, David Lee, Robbie Franklin and Liberty Torch Patrol members

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Hard Rock Pinktober™ Campaign

Hard Rock International dubbed October, Pinktober™, as part of their worldwide initiative to create breast cancer awareness. The legendary brand implemented several breast cancer initiatives that benefited BCRF. Limited-edition collectible pins, keychains and T-shirts were sold at Hard Rock locations all around the world and on www.hardrock.com with 15% of the retail price of the keychain and the T-shirt benefiting BCRF; and 75% of the retail price of the pin. Overall, sales of these collectibles were so successful that the pin and keychain sold out online. And, Hard Rock launched the “Pink Sheets” campaign where select guestrooms at many Hard Rock Hotels were outfitted in special pink-hued, guitar-embossed “Sleep Like a Rock®” bedding with 25% of the room rate going to BCRF.

The Estée Lauder Companies Sale-A-Bration

Broke All Records

Over 3,000 people came out to shop at the 6th annual Estée Lauder Companies Pink Ribbon Sale-A-Bration on October 22nd and 23rd at Estée Lauder’s NYC headquarters. This employee fundraising event for BCRF featured outstanding prices from a wide variety of participating Estée Lauder Company brands, including select Designer Fragrances, Aveda, Bobbi Brown, Bumble and bumble, Clinique, Darphin, Estée Lauder, Jo Malone, Origins and Prescriptives. The sale does more than just raise money for BCRF. It has become an important way for Estée Lauder employees to give back. An astounding 600 volunteers contributed their time and effort to make this one of the most successful sales to date, raising over half a million dollars for BCRF.



Sale-A-Bration Volunteers



One A Day® Women's Wake-Up Call

One A Day Women’s multivitamins and Ellen DeGeneres teamed up to deliver a message to women about breast cancer through the "One A Day Women's Wake-Up Call" program. During September and October, everyone had the opportunity to go to the One A Day website and register to have a free personalized phone call from Ellen DeGeneres sent to their friends and loved ones to advise them about the simple things they can do to monitor and help maintain their own breast health. The program generated over 84,500 calls!

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Northwest Joins Delta in Taking Flight in the Fight Against Breast Cancer

Northwest Airlines joined Delta Air Lines to raise money and awareness for BCRF again this October. Delta's signature Pink Plane brought Joanne Smith, SVP of In-Flight Service & Global Product Development, and 80 Northwest and Delta flight attendants—all affected by breast cancer—to the Minneapolis/St. Paul airport from LaGuardia. They were accompanied by BCRF President Myra Biblowit. Captain Vern Western (pictured at far right), who flew the Pink Plane that day, donated his day's pay in honor of these brave survivors. A week later, Smith and Biblowit flew to Amsterdam to spread the word to Delta's international flight attendants.



Throughout Breast Cancer Awareness Month, Delta and Northwest sold signature pink lemonade on all flights for \$2 per glass with the proceeds benefiting BCRF. Delta flight attendants wore a limited-edition Pink Dress. Delta's pink and white Boeing 757 first took flight in 2005. Since then, nearly \$1 million has been raised for BCRF through donations from customers, employees and The Delta Foundation. The aircraft has flown more than 10,000 miles throughout the United States, Latin America and the Caribbean to generate awareness for the cause and features BCRF's trademarked pink ribbon logo on the tail of the aircraft and adjacent to the boarding door.



Sara Campbell LTD Celebrates "Dress for a Cause"

Designer Sara Campbell unveiled her Fall/Resort collection in a wonderful fashion show on September 22nd at the Boston Harbor Hotel. Each model walking the runway had been touched by breast cancer in some way and many were survivors themselves. The show, entitled "Dress for a Cause," was an enormous success, raising \$38,000 for BCRF and projecting a message of hope and strength to an exuberant audience.

Network with us!

Join our Facebook group—a community for friends with a shared interest in our mission of achieving prevention and a cure for breast cancer. Always updated with news and upcoming events and a forum for stimulating relevant discussion, all in one spot!

http://www.facebook.com/people/Bcrf_Cure/1273821588

Or join our MySpace page. It offers another opportunity for supporters to stay connected with others just as passionate about our cause.

<http://www.myspace.com/BCRF4acure>

Stay informed and be inspired. View our latest scientific videos on YouTube:

<http://www.youtube.com/BCRF4acure>

Revisit exciting moments from our various BCRF events on Flickr:

<http://www.flickr.com/photos/bcrf>

Make A Recurring Gift to BCRF at www.bcrfcure.org

BCRF's new online donation system now allows you to make a recurring donation on a monthly, yearly, or other cycle of your choice. It's easy—when filling out the online donation form, click the 'recurring gift' option and fill out the fields. Your recurring contribution will be processed automatically for the number of installments and period specified. You will receive an email receipt for each recurring contribution. The receipts will also include a link you can use if you decide to modify or cancel your future contributions. Visit www.bcrfcure.org and click on the "Donate Now!" button.

donate now

Photo: Allan Dines



Boston MFA

Boston Museum of Fine Arts Lighting

Boston's Museum of Fine Arts was aglow in pink as part of the Estée Lauder Companies' Global Landmark Illumination Program to promote Breast Cancer Awareness month. Flipping the switch was Estée Lauder spokesmodel, Elizabeth Hurley; Marisa Acoella Marchetto, author of *Cancer Vixen*; and Ann and Graham Gund Museum Director, Malcolm Rogers. Prior to the lighting, an intimate cocktail party was held where esteemed BCRF researchers and co-chairs for BCRF's upcoming Boston Hot Pink Party on May 7th gathered in celebration of the significant research in Boston and throughout the New England area. To date, over \$24 million has been awarded to scientists at New England medical institutions; and in October 2008, nearly \$4.8 million in new grants was directed towards 25 distinguished researchers from prominent institutions in Massachusetts, Connecticut and Vermont.

Key to The Cure

For the sixth year, BCRF is proud to be one of the beneficiaries of Saks Fifth Avenue's Key to The Cure event. Thanks to the leadership of Chairman and CEO, Stephen Sadove, Saks' donation of \$250,000 will continue to fully fund a BCRF research project.



Judie Schlager, Sandy Krakoff, Elizabeth Hurley, Linda Waintrup and Elisha Daniels



Photo: Rob Rich

Libby Pataki and Suzie O'Cain

Pink Jockey Unveiling at '21' Club

On October 1st, Suzie O'Cain, founder of Find A Cure Stable, LLC, and former New York State First Lady Libby Pataki unveiled the Find A Cure Stable jockey that joined the ranks of '21' Club's elite group of lawn jockeys standing prominently outside the NYC restaurant throughout October. The aim of Find a Cure Stable is to raise both awareness and money to help beat breast cancer. Ten percent of all winnings through Find A Cure Stable is donated to BCRF.

Photo: Marguerite Hill



Carol Farmer and Irene Dizney



Myra Biblowit (C) with Jane Golub (L) and Mona Golub (R) of Price Chopper

Saratoga Luncheon

Friends came together for a beautiful day in Saratoga Springs, NY on August 15th for the sixth annual Saratoga Luncheon held at The Reading Room. 135 guests attended the Luncheon, which included a discussion with Scientific Advisory Committee Chairman, Dr. Clifford Hudis, on *Progress and Promise*. The event raised over \$80,000.



Photo: Brian Ach



Bloomingdale's NYC Lighting – Michael Gould, Chairman and CEO, Bloomingdale's; Marisa Acocella Marchetto, Elizabeth Hurley; and Leonard Lauder, Chairman, The Estée Lauder Companies

A Pink Glow on 59th Street – Bloomingdale's Lighting in Support of Breast Cancer Awareness Month

For the first time ever, Bloomingdale's flagship store on 59th Street in NYC was illuminated pink for the entire month of October in honor of Breast Cancer Awareness Month. Estée Lauder spokesmodel, Elizabeth Hurley accompanied Michael Gould, Chairman and CEO of Bloomingdale's; Leonard Lauder, Chairman of The Estée Lauder Companies; and cartoonist and BCRF Advisory Board member, Marisa Acocella Marchetto in flipping the ceremonial switch on October 2nd. The lighting was part of The Estée Lauder Companies' "Global Landmarks Illumination Initiative."

Building on their enormous first-year success, a special pink edition of Bloomingdale's Little Brown Book magazine called the "Little Pink Book" (LPB) returned. LPB featured inspiring stories from well-known cancer survivors and advocates, information about BCRF and pages of products and exclusive offers that all benefited the Foundation. Bloomingdale's again enlisted cartoonist and cancer survivor, Marisa Acocella Marchetto to create four amazing super-heroines for the Bloomingdale's campaign. The illustrations also appeared on The Big Pink Umbrella, the Little Pink Card, and a reusable Pink Tote, all sold at Bloomingdale's to benefit BCRF.



Trek Bike Awareness Ride

On October 11th, the third annual Trek Breast Cancer Awareness Ride was held at Trek dealers across the U.S. and Canada. Seventy five dealers and over 2500 riders raised over \$70,000 for BCRF.



Rich Lehrer, Al Creft, William Lauder, and Lou Rice

Estée Lauder Golf Classic

The Sixth Annual Estée Lauder Play for P.I.N.K. Long Island Golf Classic beat last year's record and raised an amazing \$147,000.

Ride for Pink '08

Six hundred motorcycle bikers participated in the Ride for Pink '08 in Virginia Beach, VA on October 5th. For the second year, Phyllis Wall, an Estée Lauder Account Executive, organized this ride to benefit BCRF. With a donation of \$31,200, Ride for Pink was the largest biker fundraising event on the east coast.



Pilates for Pink

The third annual Pilates for Pink program, sponsored by Shape Magazine, kicked off on September 22nd in Union Square, NYC. There were classes throughout the day from some of New York's leading Pilates instructors. The NYC event raised almost \$23,000. The Pilates for Pink program is supported by more than 500 gyms and studios nationwide. To date, over \$100,000 has been raised by the classes.

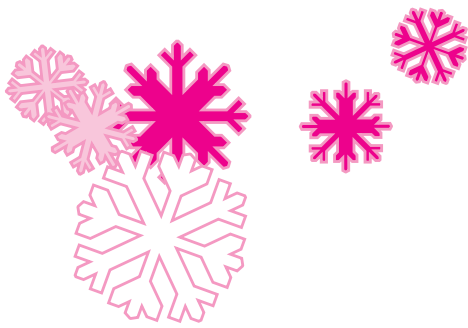


Riders for Research

Making its debut at the Syracuse Invitational Sporthorse Tournament in October, horse riders took a stand against cancer and joined the fight to become "Riders For Research" by raising funds for BCRF. Riders, parents, friends and fans had a chance to stand in the ring

with the winner of the TK99 Speed Derby by collecting the most pledges. This effort was led by Nicole Lakin and her mother, BCRF Advisory Board member Maralyn Lakin, and John and Bizzie Madden. They raised an amazing \$25,000.

your PINK calendar for 2009



FEBRUARY

Event: **The Symposium and Hot Pink Luncheon**

Date: February 9

Where: Flagler Museum, Palm Beach, FL

For tickets and information: Contact Katie Eason at keason@bcrfcure.org

Event: **Barry Manilow: The Hits...and then some**

Date: February 14, Valentine's Day

Where: Nassau Coliseum, Uniondale, NY

Tickets on sale now at www.ticketmaster.com. Limited number of VIP and "Meet Barry Manilow" tickets available for \$1,000.

Use code CURE to order

For information: Contact Lucretia Gilbert at 646.497.2618

MARCH

Event: **Challenge of the Americas - Grand Prix Dressage and Grand Prix Show Jumping**

Date: March 7

Where: Palm Beach International Equestrian Center, Wellington, FL

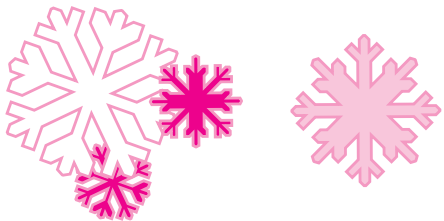
For tickets and information: Mary Ross at 561.852.2591

Event: **BCRF Benefit Shopping Event**

Date: March 18-19

Where: www.carolee.com

What: Receive 25% off your total purchase. Carolee donates 10% of sales to BCRF



MAY

Event: **The Hot Pink Party, Boston**

Date: May 7

Where: Boston Harbor Hotel

What: Symposium and Gala

For tickets and information: Contact

Shareen Abbasy at sabbasy@bcrfcure.org

APRIL

Event: **The Partnership Symposium: Conquering Breast Cancer**

Date: April 26

Where: 92nd St Y, NYC

What: Life-enriching lectures, free cancer prevention, care and support services information

For information and to register: Go to

www.92y.org/breastcancer or call 212.415.5500

Event: **The Hot Pink Party, NYC**

Date: April 29

Where: The Waldorf=Astoria

What: Featuring Sir Elton John and a surprise guest

For tickets and information: Contact Katherine Minster at kminster@bcrfcure.org

Save the Date

October 28, 2009

The BCRF Symposium and Awards Luncheon

Waldorf=Astoria, NYC

BCRF Contact Info

Phone: 646.497.2600

Toll-Free: 866.FIND.A.CURE

email: bcrf@bcrfcure.org

www.bcrfcure.org

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