

The Breast Cancer Research Foundation

PINK PRESS

A Message from Evelyn Lauder, Founder and Chairman

This February, the National Center for Health Statistics announced that the number of Americans dying from cancer fell for the first time in almost 70 years. How very proud I am of the integral role The Breast Cancer Research Foundation has played in this great step forward.

Cancer deaths have been falling by 1% per year since 1991, breast cancer by an average of 2.3% per year from 1990 to 2002, according to the newest statistics from the American Cancer Society. This is, in large part, due to the research advances BCRF is making possible towards our goal of preventing and curing breast cancer in our lifetime.

BCRF grantees are leading the charge on diverse fronts. Our Scientific Director, Dr. Larry Norton, is Past President of the American Society of Clinical Oncology (ASCO), the 23,000 member organization of physicians who treat cancer. The current and future leadership of ASCO is represented by fellow colleagues of Dr. Norton on the BCRF Medical Advisory Board, Dr. Gabriel N. Hortobagyi, the new President of ASCO, and Dr. Nancy Davidson, President-Elect.

On page 4 in this issue, you will read the exciting news of the BCRF-funded team at Harvard Medical School, led by Drs. Joan Brugge and Joshua LaBaer, who made well-deserved headlines

this spring with announcement of their identification of 1,300 genes involved in breast cancer. And you will read a profile of renowned geneticist and BCRF grantee, Dr. Mary-Claire King.

Last year we committed nearly 90 cents of every dollar you donated to vital seed money for the most innovative genetic studies and clinical trials around the globe. Our Medical Advisory Board, headed by Dr. Norton, prides itself on pinpointing the best and brightest scientists whose revolutionary tactics will beat this disease. We believe that creativity in approach will yield the most progress, and I am thrilled that the announcement of a decline in cancer-related deaths validates our conviction.

I am honored to be able to share with you the thrill of being at the forefront of these advances. Please stay the course as we move ever closer to making breast cancer a distant memory.



THE VERY HOT PINK PARTY AN UNFORGETTABLE EVENING

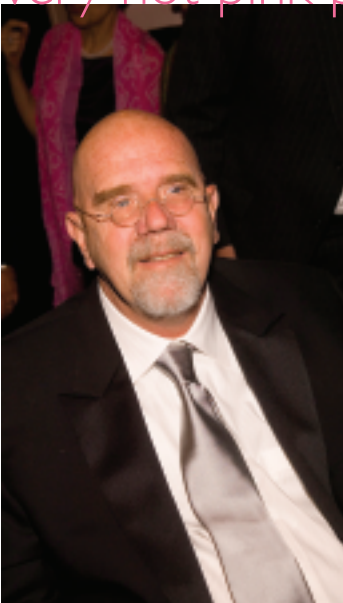


The Grand Ballroom at The Very Hot Pink Party

Tony Bennett and Sir Elton John

The Breast Cancer Research Foundation and 1,000 supporters raised \$4.4 million and celebrated another year in BCRF's quest to prevent and cure breast cancer at The Very Hot Pink Party, on April 10th at The Waldorf=Astoria in NYC. The Grand Ballroom was

decorated to remind guests of the legendary El Morocco and The Stork Club nightclubs, complete with palm trees, exotic birds and zebra-striped tables and chairs. As the premier sponsor of the event, Target once again showed its dedication to beating breast cancer.



Chuck Close



Ashley Judd and William Lauder



Roberto de Guardiola, Deborah Norville, Karl Wellner, Joanne de Guardiola



Star Jones Reynolds



Myra Biblowit and David Furnish

Elizabeth Hurley, Mistress of Ceremonies, was joined on stage by Evelyn Lauder, Founder and Chairman of the Foundation, who thanked Condé Nast, The Hearst Corporation, Leonard Lauder, Mrs. Edmond J. Safra, the Sidney Kimmel Foundation, and Gail and Richard Siegel, for their generous underwriting of the phenomenal evening.

Sir Elton John then introduced Tony Bennett, who performed for the crowd with Sir Elton making a guest appearance. When Bennett turned off the microphone to sing “Fly Me to the Moon,” his unamplified voice touched every corner of the Grand Ballroom. Everyone knew this was an evening that would never be forgotten, thanks to Sir Elton and to Tony Bennett.

Although the décor of the room harkened back to speakeasies and 1940s nightclubs, Hurley noted, “how lucky we are that science has advanced to such a dramatic degree in the intervening years. It has taken a force of nature like Evelyn Lauder and her commitment to beating breast cancer to bring us to this hopeful time...” When BCRF Scientific Director Larry Norton, MD, came on the stage, he inspired the crowd by taking note of the



Aerin Lauder Zinterhofer



Christian Knaust, Anastacia, and Carmen Marc Valvo



Elizabeth Hurley, Leonard Lauder, Evelyn Lauder, Ashley Judd



Cynthia Lufkin, Dan Lufkin and Mai Harrison

tremendous advances in breast cancer prevention, detection, and treatment that BCRF grants have brought about since 1993.

A fantastic London vacation package went for \$42,500 in an auction with Sotheby’s Hugh Hildesley. The prize included four tickets on the new business-class-only airline Eos, four nights in two suites at Blakes and tickets to Sir Elton’s smash-hit West End show, *Billy Elliot*.

BCRF President Myra Biblowit shifted the audience’s focus to the future and the Foundation’s goal of beating breast cancer in our lifetime. “I want my daughter and all of your children and grandchildren to have a world free of this disease. This is absolutely achievable and your support of this evening truly is saving lives.”

Why does everyone love this party?
"Good food, great music,
short speeches, home early!"



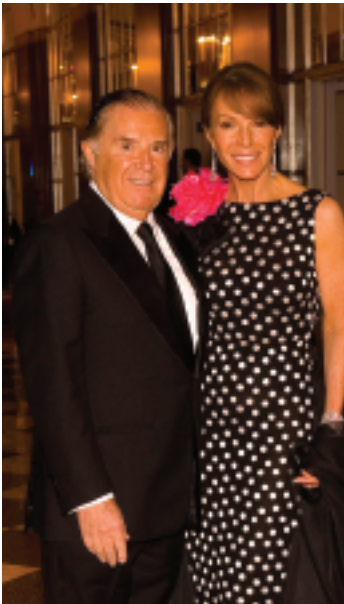
John Remington, Myra Biblowit



Elizabeth Hurley and Elton John



Elton John and Evelyn Lauder



Sidney and Caroline Kimmel



Lori Hall, George Hall, Karen Karlsrud and Raymond Mikulich



William Siegel, Monica Crowley



Dina Merrill Hartley and Theodore Hartley



Photo Credit: Liz Greene
Dr. Joan Brugge
Dr. Joan Brugge is Chair of the Department of Cell Biology at Harvard Medical School. She and Dr. Joshua LaBaer have received BCRF support for their research since 2001.

Leading the Hunt For Cancer Genes

A pioneer researcher talks about the quest to identify and understand the origins of disease.

Thirty years ago, Joan Brugge was a bright college student on her way to a career in math. But when her sister developed a fatal brain tumor, she turned to the library and was stunned to find that there was "basically nothing known" about the cause of the illness. She set out to change that. Now a pioneering researcher at Harvard, Brugge is one of the creators of the new "Breast Cancer 1000" genetic database. She recently spoke with NEWSWEEK's Mary Carmichael.

CARMICHAEL: Your library lists more than 1,300 genes that might be linked to breast cancer. Why are there so many?

BRUGGE: Well, not all of those genes are significantly contributing to the development of cancer. Many of them are going to be turned on as a secondary consequence, like bystanders. But some of them do mutate, so they're more active or less active in tumor cells. In order for a cell to escape the controls that normally limit its proliferation, two mutations have to happen: there has to be both a promotion of cell growth, almost like hitting a gas pedal, and then you also have to release the brakes—the genes that would normally stop the cell from replicating out of control.

So for instance, the BRCA1 gene is ...

A brake. But the HER2 gene is duplicated over and over, so there are 50 or 60 copies of it in a tumor cell, and that's like hitting the gas.

The library also includes a lot of genes that are less well known than BRCA1 and HER2. How did you track them down?

A bioinformaticist developed algorithms that would go through every article on breast cancer that was ever published in the National Library of Medicine, looking for keywords or acronyms that stood for genes. We did have to filter the results a little—sometimes the name of a clinic or an organization that happened to match the name of a gene would show up on our list.

What can scientists do with a list like this?

The library allows investigators to set up screens in the lab to see which genes on the list are important. We now have the ability to specifically, in a stealth way, knock out a gene very quickly, in cell cultures or even in animals. Also, drug companies can use it to design new treatments. Like with HER2, our lab has been trying to figure out the intracellular pathways involved. We found one called the ERK pathway. Theoretically, inhibitors of that pathway could stop the cells from becoming invasive, and there are companies out there that have ERK inhibitors in the pipeline.

Is this an approach you could use for any kind of cancer, or any other problem that had a genetic basis? Or is there something special about breast cancer?

You could use it for almost anything. It's certainly more amenable for diseases in which there are cell-culture models, because if you have to use [mice] it's incredibly complicated and takes a lot longer. But there's a group here working on diabetes, for instance, doing similar kinds of things to dissect the insulin pathway in cultured cells.

What else is your lab working on?

We're working with cell cultures where the breast cells organize into these hollow, spherical structures that look like soccer balls. They mimic structures in the human breast. We've introduced genes that disrupt normal controls and drive the proliferation of the cell, and we've found several genes that cause hyperproliferation. But only some of them lead to tumors, the ones that have signals that prevent cell death. When the cells are proliferating abnormally, they go into the center of these hollow spheres. Healthy cells die in the center because they're not in their regular environment. There's a Greek term we use, anoikis, that means homeless—humans have evolved so that healthy cells would rather be dead than in the wrong home. But cancerous cells don't die.

How much progress do you think we've made in understanding cancer since you were an undergrad?

A tremendous amount. In retrospect, it's amazing what a black box it was then. But I feel we're always at that stage, because as soon as we answer one question it raises more questions.

So what's the next big question to answer?

One of the most important frontiers is to understand the interaction of tumor cells with the cells in their environment. Tumors don't act autonomously. We have to start thinking about them as organs rather than as cells that function on their own. You know, tumors recruit blood vessels, and without them they starve. And that's just one example.

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A note from Dr. Joan Brugge:

This project is a great example of the unique value of BCRF support, which enabled our collaborators, Dr. Joshua LaBaer and his colleagues at the Harvard Institute of Proteomics, to generate a collection of 1000 genes altered in breast cancer, and to make them available to the research community for study of the mechanisms associated with breast cancer initiation and progression. It is very difficult to obtain seed funding for this type of high quality reagent generation and we are grateful to BCRF!

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Mary-Claire King, PhD

Dr. King is American Cancer Society Research Professor of Genetics and Medicine at the University of Washington. She was the first to prove that breast cancer is inherited in some families. She received the BCRF Jill Rose Award in 1996.

1 Tell us a little about yourself and how you became interested in breast cancer research.

As a girl, I enjoyed math and majored in math as an undergraduate at Carleton College in Minnesota. In 1966, I went to Berkeley as a graduate student, took one genetics course and promptly fell in love with this way of thinking. I finished my PhD in Genetics at UC Berkeley in 1972, studying a problem of human molecular evolution. Then a friend and mentor at UCSF challenged me to answer the question: why are some families so severely affected with breast cancer? The problem was so important and so difficult that I couldn't resist it. I began struggling with it on January 1, 1974, and have never looked back.

2 Briefly describe your research project.

To determine the genes responsible for inherited predisposition to breast and ovarian cancer, and to identify the non-genetic factors that modify the effects of those genes.

3 What are your primary goals for this research?

Find and characterize all the genes responsible for inherited predisposition to breast cancer and determine the consequences for women who carry mutant forms of these genes.

4 Who do you think will benefit from your research?

At present, the primary beneficiaries are women in families with inherited mutations in BRCA1 and BRCA2. These women can now learn if they carry a cancer-predisposing BRCA1 or BRCA2 mutation or if, by the luck of genetics, they do not carry the cancer-predisposing mutation in their family. Young women who carry such mutations but have not yet been diagnosed with breast or ovarian cancer can undertake interventions that reduce their cancer risk dramatically. These interventions are surgical and invasive but are life saving.

5 How close do you think we are to preventing or finding a cure for breast cancer?

I believe there will be many preventions and many cures. Because breast cancer is highly variable genetically, different breast cancers will be prevented and cured by different means. Breast cancers for many women with BRCA1 or BRCA2 mutations can be prevented by invasive, but successful, surgical interventions. Also, exercise and healthy weight as a teenager and young adult are associated with later onset (albeit not complete prevention) of breast cancer among women with mutations in BRCA1 and BRCA2.

6 How has The Breast Cancer Research Foundation been helpful to you?

BCRF support enabled Joan Marks and me to undertake the New York Breast Cancer Study, which has provided the definitive determination of risks associated with inherited mutations in BRCA1 and BRCA2. The NYBCS is carried out among women of Ashkenazi Jewish ancestry, but the results are applicable to women of all ancestries. BCRF now supports the effort of the New York Breast Cancer Study to identify genes responsible for breast cancer in severely affected families who have no mutations of any kind in any known breast cancer gene. As previously, we anticipate that results first obtained for Jewish families can be generalized to women of all ancestries. Absent BCRF, the New York Breast Cancer Study could not have been undertaken. My research would be far narrower and less meaningful in consequence. I am eternally grateful to BCRF and I am not alone in this gratitude.

Congratulations to BCRF Grantees

Nancy E. Davidson, MD was voted President-elect of the American Society of Clinical Oncology (ASCO) for 2006-2007. Dr. Davidson is a member of BCRF's Medical Advisory Board. Dr. Gabriel N. Hortobagyi, also a member of the BCRF Medical Advisory Board, is the 2006-2007 President of ASCO, and Medical Advisory Board Chairman, Dr. Larry Norton, is an ASCO past President. These elections are a validation of the stature of the scientists in the field of oncology research.

Titia de Lange, PhD of The Rockefeller University was recently elected to the National Academy of Sciences. Membership in the Academy is considered one of the highest honors in American science and engineering. Dr. de Lange joins seven other BCRF grantees previously elected to the Academy: Drs. Joan Brugge (Harvard), Judah Folkman (Children's Hospital/Harvard), Mary-Claire King (University of Washington), Arnold Levine (Institute of Advanced Study/Cancer Institute of New Jersey), George Vande Woude (Van Andel Research Institute), Robert Weinberg (Whitehead Institute), and Michael Wigler (Cold Spring Harbor Laboratory).

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Dear Friends:

As we enter our fourteenth year, The Breast Cancer Research Foundation continues to evolve and grow. This is due, in great part, to the expanded opportunities with which you, our constituency, continue to become involved and support our work.

The most straightforward way to donate is to send a contribution or donate online at www.bcrfcure.org. Consider a gift in honor or memory of a friend or family member, or to mark a special occasion such as a birthday, holiday, anniversary, graduation, and wedding or bar/bat mitzvah.

We welcome gifts of securities. You may also discuss a planned gift with your financial advisor, such as a bequest in your will or a charitable trust naming BCRF as a beneficiary.

BCRF participates in many workplace giving campaigns in both corporate and government offices. Even if your employer does not have such a campaign, many businesses will match your personal donation; we encourage you to ask your employer about this. Also, you can select BCRF when filling out your United Way pledge form. If BCRF does not appear on the list of designated charities, you can write us in as your preferred choice.

We have many events at which you may enjoy yourself while raising vital funds for breast cancer research. Visit the Calendar of Events page on our website and learn about fundraising opportunities in your region. This might include purchasing a ticket or a table at a benefit or signing up for a Play for P.I.N.K. event. If your golf or tennis club does not already participate in Play for P.I.N.K., you can visit www.playforpink.org for information.

Furthermore, we hope you will support the many companies that sell products benefiting the Foundation. You can learn more about which corporations are breast-cancer-research-friendly on the Partners pages of BCRF's website.

Finally, we welcome any new ideas to help us advance closer to preventing and curing breast cancer in our lifetime. I am always happy to hear new thoughts. Your contributions, be they financial, in-kind, or in spirit, nourish BCRF. We cannot achieve our dream of a world without breast cancer alone – please join us so that together we can realize this goal.

Sincerely,

Myra J. Biblowit
President

PLAY FOR P.I.N.K. IS LOOKING FOR YOU!

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Play for P.I.N.K. at The Links at Boynton Beach, FL

there are a variety of ways to raise funds: through participant registration fees, event ticket sales, specialty purchases, auctions and raffles. You will be furnished with all the materials you need to run your event - everything from the tees and markers for a golf event to wonderful gifts for your goody bags, even the bag itself! PFP tries to make it as easy as possible for you. One hundred percent of the proceeds from Play for P.I.N.K. go directly to BCRF because **Bloomberg** generously underwrites all expenses. Last year alone, PFP donated \$1.7 million to BCRF for a cumulative total of \$8 million since 1996!

 Target has proudly partnered with PFP and there will be special Target items available for sale at the tournaments.

For additional information, visit www.playforpink.org or call Stephanie at 646-497-2605.

Upcoming Play for P.I.N.K. Dates and Club Venues

July:

6 – Hackensack (NJ); 9 – Forest Hill Field Club (NJ); 11 – Birchwood (NY); Shackamaxxon (NJ); 11 – Tuxedo (NJ); 12 – Bonnie Briar (NY); Elmwood (NY); 22 – Cherokee Hills (OH); 27 – Hampton Hills (NY)

August:

1 – Crestmont (NJ); 1 – Edgewood (NJ); 1 – Greenbrook (NJ); Suneagles (NJ); 3 – Manchester (VT); 5 – Arrowhead (NY); 8 – Apple Ridge (NJ); Preakness Hills (NJ); 10 – Knob Hill (NJ); 14 – Woodbridge (CT); 17 – Mountain Ridge (NJ); 22 – Essex County (NJ); 24 – North Jersey (NJ); 30 – Westchester (NY)

September:

8 – The Plateau Club (WA); 8 – Rumson (NJ); 12 – Essex Fells (NJ); 13 – Burning Tree (CT); 13 – Stanwich (CT); 19 – Montclair (NJ); 26 – Greenwich (CT); 30 – 2nd Annual Pink Ribbon Walk (NJ)

October:

5 – Spring Brook (NJ); 5 – NY/CT Pink Championship Playoffs; 7 – St. Andrews (IL); 10 – NJ Pink Championship Playoffs

Play for P.I.N.K. (PFP) continues to expand into new states and clubs every day. Why not become part of this winning team, right in your own neighborhood, with your friends and colleagues?

PFP has expanded on the original golf concept and now includes sporting and lifestyle events like men's tournaments, tennis, swimming, cards, Pilates, wine tastings, shopping benefits, walks, equestrian events and spa days. There is no limit to the kind of event that can be organized and



Play for P.I.N.K. at Sailfish Point Country Club, FL



1



2



3

Hot Pink Symposium and Luncheon in Palm Beach

The third annual Hot Pink Luncheon in Palm Beach, FL, at the Flagler Museum on February 13th raised over \$200,000 for the Foundation. This year the luncheon was preceded by a symposium moderated by Larry Norton, MD, BCRF Scientific Director, with BCRF grantees Clifford Hudis, MD, Kathy Miller, MD, and Edith Perez, MD, who offered "Breaking News in Breast Health". Each of these researchers has received multi-year BCRF grants for studies that have resulted in major advances in breast cancer treatment, all of which made headlines worldwide in the spring of 2005. Dr. Perez summed up BCRF best when she said that what BCRF provides "is analogous to what the Renaissance gave for artists - crucial support."



4



5

1: Top row: Myra Biblowit, Dr. Larry Norton, Evelyn Lauder. Bottom row: Dr. Edith Perez, Dr. Clifford Hudis, Dr. Kathy Miller,
 2: Carol Mack, 3: Pauline Pitt and Grace Meigher, 4: Jessie Araskog, 5: Frances Scaife, Kathy Bleznak, and Liz Schuler

Photo credits: Lucien Capelhart

FFANY Shoes on Sale

The annual “FFANY Shoes on Sale” presented by QVC and the Fashion Footwear Charitable Foundation (of the Fashion Footwear Association of New York, better known as FFANY), held in October 2005, raised \$273,000 from FFANY and another \$80,265 from two beautiful Kenneth Jay Lane jewelry items sold through FFANY/QVC for BCRF.



Last year’s funds were allocated to a BCRF research grant known as The First Step Award, to Dr. Carlos Arteaga of Vanderbilt University, Nashville, TN.

An overflow crowd of spectators witnessed a spectacular dressage musical freestyle competition held on March 11th at the International Polo Club Palm Beach in Wellington, FL. The Cadillac Challenge Gala that followed the competition was sold-out. “I thought it was a fabulous success,” said Mary Ross, who chaired the Gala with Stanley Ross and Tamara Gerber. “It was a great success for The Breast Cancer Research Foundation and it was great for dressage.” The event raised over \$200,000.

The CADILLAC Challenge



Kristie Breed, Myra Biblowit, Diana Bickford

VAN CLEEF

In celebration of its Centennial, Van Cleef & Arpels created one hundred pink Alhambra pendants in honor of BCRF. The pendant was unveiled at a party at Van Cleef & Arpels in NYC on May 9th. The pendant is \$1,950 and \$1,000 per piece is being donated to BCRF.



Evelyn Lauder, Van Cleef’s Brent Nestor, Myra Biblowit

The pink Alhambra pendant is available at Van Cleef boutiques nationwide or please call 1.800.VCA.5797.



THINKING PINK at WINDSOR

Thanks to the generosity of the Windsor community in Vero Beach, FL, and the commitment of John Brough, President of Torwest, the 4th Annual THINK PINK! luncheon and polo match was a smashing triumph. A record-breaking \$70,000 was raised. To everyone's surprise, a Windsor resident came forth to contribute an additional \$50,000 to the Foundation, ending another perfect day at Windsor.



SkyMiles Members -
Donate your Delta miles
to BCRF

BCRF is an official Delta SkyWish charity. We are proud that Delta shares our goal of beating breast cancer in our lifetime. Please consider donating your miles so we can bring our researchers together in New York City in the fall. Your miles ensure that BCRF can dedicate the maximum amount of funds to supporting life-saving research.

To donate miles visit:
delta.com/skywish

Every mile helps.



Sotheby’s
Diamonds

BCRF was honored at Sotheby’s Diamonds inaugural event on December 1st at Sotheby’s in NYC. Sotheby’s proudly donated \$25,000.

Women@Weil

Women@Weil, an organization for women attorneys at Weil, Gotshal and Manges, BCRF's pro-bono counsel, held a benefit shopping night at Henri Bendel in NYC on April 5th. Over 100 women shopped to support BCRF.



Jane McDonald, Mindy Specter and Stacey Barber



Andrea Bernstein, Lynda Braun, Evelyn Lauder, Ellen Odoner, Erika Weinberg

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THANK YOU...



Evelyn Lauder and Terry Lundgren

Macy's

Terry Lundgren, Chairman, President & CEO Federated Department Stores, Inc. presented Evelyn Lauder and BCRF a check for \$747,000 representing the funds raised through Macy's October breast cancer initiatives, including the Macy's "For the Love of Her Life" program, Marshall Field's special Frango mint promotion, the May Company's breast cancer programs, and Lord & Taylor's promotions.



Josie Robertson, William Lauder, Evelyn Lauder, Myra Biblowit, Christie Kerr

Birdies For Breast Cancer

Cristie Kerr, LPGA Champion Ladies Golfer, presented \$50,000 to BCRF representing contributions from her "Birdies For Breast Cancer" charity. The charity was founded in honor of her mother, Linda Kerr, a breast cancer survivor and is named for the pledge program based on the number of birdies Cristie hits during her golfing season. A Birdies pro-am golf classic event is planned for September, 2006. Please visit: www.birdiesforbreastcancer.org to make a pledge.

Ouidad

Ouidad donated \$40,000 from their 2005 "Curls for a Cure" fundraising program. "We are proud to say that we exceeded our goal. For 2006, we are raising our goal to \$100,000 for this worthy cause," announced Ouidad, the nationally acclaimed curly hair expert and stylist. Visit www.ouidad.com to learn about this year's program to raise \$100,000.



Robbie Finke, Peter Wise, Ouidad, Myra Biblowit, Kara Oppenheim, Peg Mastrianni



Sandra Valenti, Robbie Finke, Martin Russo

Day-timer

In its first year supporting BCRF, The Pink Ribbon Collection by Day-timer raised over \$22,000. The Pink Ribbon Collection includes a variety of personal planners and calendar products supporting BCRF.



Power of Now Fashion Show models

LF Stores

LF Stores created a "Power of Now" tee shirt and baseball cap in which 100% of all net proceeds are donated to BCRF. In conjunction with these items, LF Stores from LA's

Robertson to NYC's Soho have hosted a Power of Now Fashion Show fundraising event, including modeling and live music. To date, LF Stores have raised over \$20,000 for BCRF.

Anastacia

International singer and song-writer, Anastacia, is donating the royalties from her hit single "Heavy On My Heart" to the Anastacia Fund at BCRF. The record label, Epic Records, a division of Sony BMG Music Entertainment, has generously matched Anastacia's donation for a total of \$30,000 to date.



Anastacia



Myra Biblowit with Carolee sales team

Carolee

Carolee has been supporting BCRF since 1994. This year's gorgeous breast cancer awareness jewelry collection garnered over \$54,000.



IN GREAT TASTE

FRESH, SIMPLE RECIPES
FOR EATING AND LIVING WELL

EVELYN H. LAUDER

FOUNDER AND CHAIRMAN, THE BREAST CANCER RESEARCH FOUNDATION
AND SENIOR CORPORATE VICE PRESIDENT, THE ESTÉE LAUDER COMPANIES

Coming soon

In Great Taste: Fresh, Simple Recipes for Eating and Living Well

by Evelyn H. Lauder

Known as a fabulous hostess, serving beautiful food and drawing on her years of experience working with doctors and nutritionists at leading hospitals, as well as her own personal eating instincts, Mrs. Lauder has created a testament to living well and eating well in her new book, *In Great Taste: Fresh, Simple Recipes for Eating and Living Well*. The book contains more than 100 recipes that will delight the senses and enhance overall health and well-being. *In Great Taste* will be available in bookstores in September.

Four Stars from Charity Navigator for the Fifth Year ★★★★★

The Breast Cancer Research Foundation is proud to announce that we have received Charity Navigator's highest 4-star rating for the fifth consecutive year. Of the 5,023 non-profit groups that Charity Navigator examines, fewer than 1.5% of the organizations have earned such a distinction. "This 'exceptional' rating from Charity Navigator differentiates The Breast Cancer Research Foundation from its peers and proves that it's worthy of the public's trust," wrote Trent Stamp, Executive Director of Charity Navigator. For more information, visit www.charitynavigator.org.

BCRF Named one of Marie Claire's 10 Best Charities

The Breast Cancer Research Foundation has been named one of "Marie Claire's 10 Best Charities" in the June, 2006 issue. BCRF was ranked number five among the 10 charities that "wowed us." The Foundation was cited as having "been behind some of the field's biggest discoveries." Last December, *Money* magazine identified BCRF as one of America's eight top charities.

The Breast Cancer Research Foundation Staff

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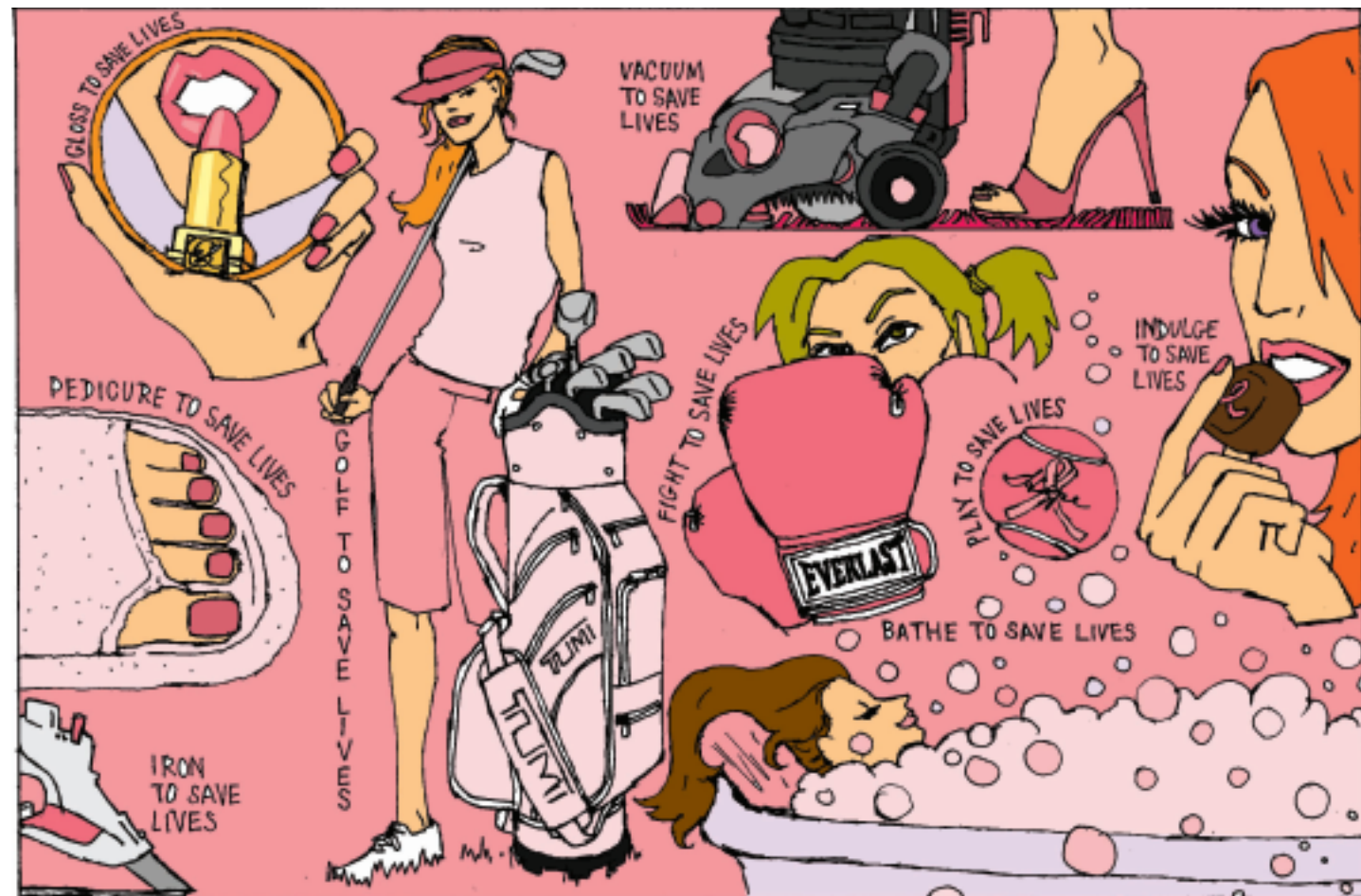
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BREAST CANCER AWARENESS MONTH IS COMING...

October is Breast Cancer Awareness month and this year there will be an extensive variety of products supporting BCRF - everything from cosmetics, watches, sneakers, purses, and chocolate to boxing gloves, irons, broccoli, and bread. You can visit www.bcrcure.org in September to learn about all the breast cancer research friendly products available for purchase. We hope you will spread the word.



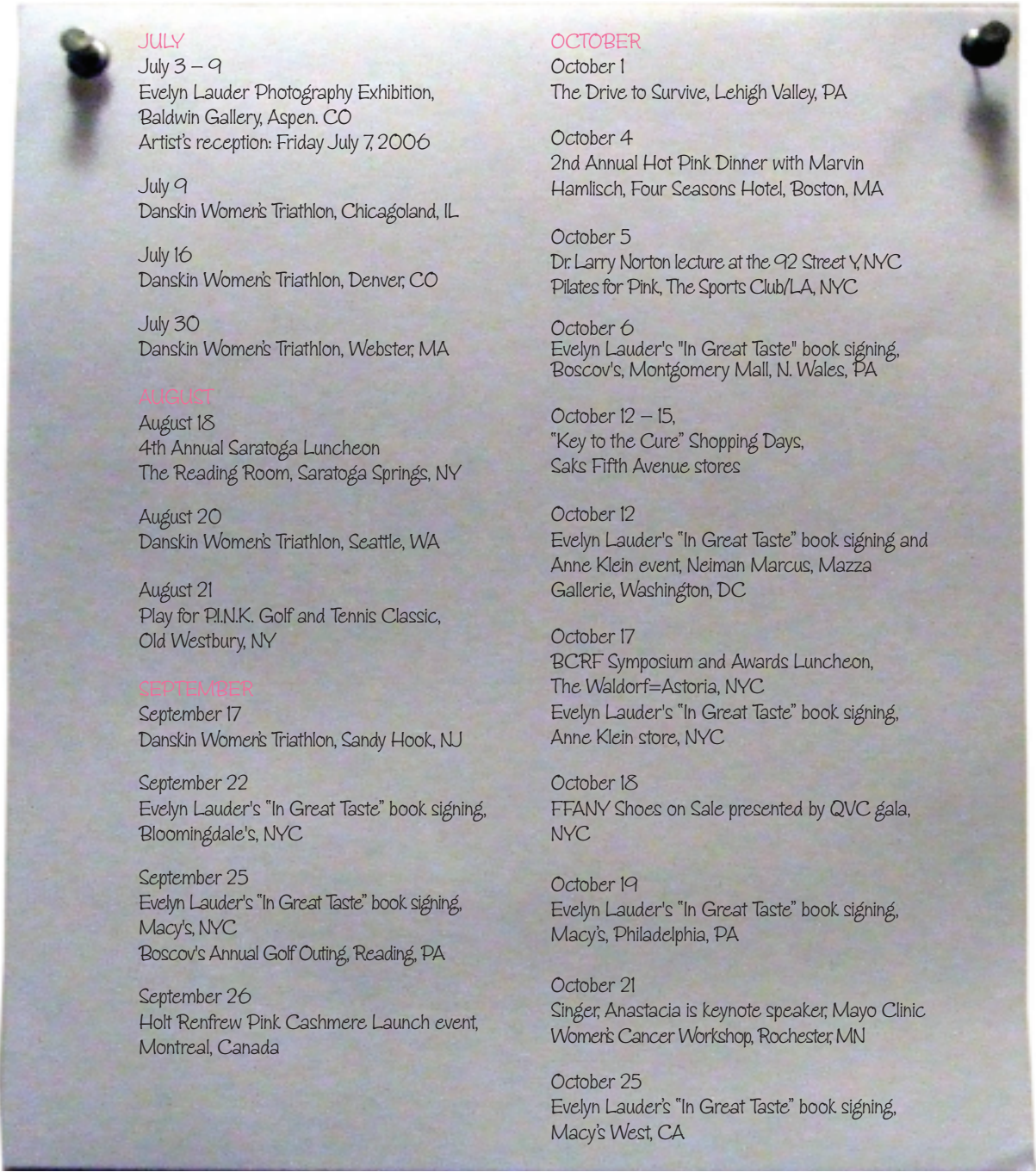
Marisa Acocella Marchetto

Be on the lookout for these products and companies.

Shop and Support BCRF.

Adrienne Vittadini • Anne Klein • Aramis • Aveda • b.sweets • Baccarat
Bobbi Brown Cosmetics • Bon-Ton • Boscov's • Bloomingdale's • Bumble and bumble • Cancer Vixen
Cardinal Industries • Carolee • Cartier • Chefwear • The Chelsea Paper Company • Clearly First • Clinique
Coach • Coach Watch • Conair • Contours Express • CR Gibson • Crescent Moon • Danskin • D'Arrigo
Brothers (Andy Boy) • Darphin • Day-Timers • Donna Karan Cosmetics • Dunlaps • Dyson • Eleni's Cookies
Estée Lauder • Everlast • Fox River Mills • For Eyes • Godiva • Greenway Home Products • Holt, Renfrew
HoMedics • *In Great Taste: Fresh, Simple Recipes for Living and Eating Well* • Jo Malone • Joluka • K2
Karen Neuberger • Keds • LF Stores • La Mer • Lab Series Skin Care for Men • Lifetime Brands
Linens N Things • Lord & Taylor • Macy's • Mark Roberts • Mamma Mia! • Matsmatsmats.com • Melitta
Michael Kors Beauty • Michelle Roy • Northland 100% Cranberry Juice Blends • Origins • Ouidad
Pack It Up Premier Packaging • Prescriptives • Privo • Robert Kaufman • Rodan+Fields • Rowenta
Saks Fifth Avenue • Salton • Sean John Fragrances • Sephora • Shedrain • *Star Palate Cookbook* • Target
Taylor Precision Products • Love Cures card • The Sak • Tommy Hilfiger Toiletries • Travelon • Trudeau • Tumi
Van Cleef & Arpels • Viva • Wilson Sporting Goods • Yogi Tea

your PINK calendar...



Check www.bcrfcure.org under our Events section for more dates and details.

Save the Dates:

February 12, 2007
The Symposium and
Hot Pink Luncheon
Palm Beach, FL

April 24, 2007
Hot Pink Party
The Waldorf=Astoria, NYC

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