

Summer 2008 PINK PRESS[®]

A Message from Evelyn Lauder, Founder and Chairman

As The Breast Cancer Research Foundation begins its fifteenth year of funding the best and most promising research, we are filled with pride of our accomplishments and hope for a cure in the near future.

In 1993-1994, our first year, we awarded a total of \$159,000 to eight researchers all located here in the U.S. To really make an impact, our goal as the Foundation grew was to fund researchers around the world. This became reality in 2001. "When we started funding an Israeli extension of the New York Breast Cancer Study, we were not only supporting quality science, but beginning a global approach to a global problem," Dr. Larry Norton explained. BCRF has supported research internationally at a rapidly increasing pace ever since. And this year we expect to award approximately \$35 million to more than 150 of the world's leading researchers. A global approach is critical since public health indicators suggest that by 2020, 70 percent of all breast cancers cases will be in developing countries. Some collaborations are between U.S.-based researchers working with significant populations of women with breast cancer and oncologists and cancer researchers based in other countries. Other projects are initiated locally but have international implications; they range from novel laboratory research about the molecular basis of breast cancer, to new approaches to improving and standardizing patient care. Our goal is to be able to offer better outcomes to women with breast cancer, and to prevent healthy women from developing it, no matter where they live.



We have created a world map showing all the countries where BCRF grants are making an impact. You can find this on pages 8-9 and at www.bcrfcure.org. I am sure you will be impressed, as I was, to see how expansively BCRF's research network has spread. In total, BCRF has raised more than \$215 million to date. Our overhead is the lowest of any breast cancer organization. We are truly playing a global role in the fight against breast cancer.

Please continue to support us as we continue our worldwide effort to end breast cancer in our lifetime.

Evelyn H. Lauder

The Hottest Pink Party Ever: Elton John Rocks!

The Breast Cancer Research Foundation's Hottest Pink Party Ever was back for another year of music, fun, and fundraising. The hottest ticket in New York City for the evening of April 8th featured a performance by Sir Elton John and his Band at the world-famous Waldorf=Astoria. This rare solo performance by Sir Elton was in memory of his devoted friend and BCRF Advisory Board member, Linda Stein.

"We have over a thousand guests here tonight, and thanks to your support and an extraordinary level of contributions from those who could not be here, we have raised an extraordinary five million dollars," exulted Myra Biblowit, BCRF President.

"I can never say thank you too often to those who support our work and especially those who have helped to make this the Hottest Pink Party Ever," said Evelyn Lauder, BCRF's Founder and Chairman. "We are hot on the trail of prevention and a cure and proud of the enormous progress The Breast Cancer Research Foundation is making."

The second annual Roz and Les Goldstein Unsung Hero Award was presented to Robin Clarfield Tolvin by her sister-in-law Pat Clarfield. Clarfield thanked her sister-in-law for making "my care a two-person project and managing her part with humor and grace - she is my angel."

This year's gala also featured a very special auction led by Lydia Fenet of Christie's Auction House. The prize? A one-on-one appointment with gala emcee and longtime BCRF supporter, Elizabeth

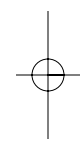


Gwyneth Paltrow, Sir Elton John, and Elizabeth Hurley

Hurley, to shop the latest Elizabeth Hurley Beach Collection at her London showroom, two Delta Business class tickets to London, and a two night stay at the Number 11 Cadogan Gardens Hotel. The lucky winner walked away with a one-of-a-kind experience.

"Evelyn Lauder, you out-do yourself every year - and this year you have turned up the heat and topped it all, filling the hottest pink room ever with the hottest people ever," said Hurley. "You,

Photo: Kevin Mazur/Wire Image



hot pink party goes cool



Padma Lakshmi



Aerin Lauder Zinterhofer



Annmarie Formato, Kinga Lampert and Stacy Kaplan



Evelyn and Leonard Lauder



Joanne de Guardiola



Rocco DiSpirito



Dr. Larry Norton and Mary Bryant



Dee Ocleppo and Tommy Hilfinger



Roberta Amon and Martin Levine

our guests, our friends our generous donors are here to support a great cause, and most of all, lets face it, we are all here to pay tribute to the hottest gal of all – our friend and inspiration, Evelyn Lauder.”

In addition to Hurley and Sir Elton, several stars came out in support of the Foundation, including Gwyneth Paltrow, Padma Lakshmi, Tommy Hilfinger, Donna Karan, Vera Wang, Project Runway winner Christian Siriano, Carson Kressley, and celebrity chef Rocco DiSpirito.

The extraordinary event, held in the grand ballroom adorned with floating butterflies and colorful Marimekko table cloths, was made possible by the generous underwriting of Condé Nast Publications, Hearst Corporation, Time Inc., Tough Enough to Wear Pink, Roz and Les Goldstein, Evelyn and Leonard Lauder, and Gail and Richard Siegal.



Heather and Steven Mnuchin



Mandy and Samantha Stein



Maralyn Lakin Myra Biblowit and Arlene Taub



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Danielle Lauder, Christian Siriano and Rachel Lauder



Veronia Verklin, Patricia Conforti, Jacki Zehner and Deb Brennan

In Memoriam: Judah Folkman, MD (1933 – 2008)



The Breast Cancer Research Foundation mourns the sudden passing of Judah Folkman, MD. One of our most highly esteemed and long-standing grantees, Dr. Folkman died on Monday, January 14th, at the age of 74, at Denver International Airport while traveling between lectures. He was a renowned Harvard researcher whose early observation that tumors have the ability to hijack the body's blood supply led to the theory of therapeutic anti-angiogenesis, which paved the way for a new class of drugs used in cancer and macular degeneration treatments.

"There is no part of Judah's career that is not remarkable, even legendary," said Dr. Larry Norton, Scientific Director of BCRF. "His creative insight, his perseverance, his scientific thoroughness, his focus on the interaction between the clinic and the laboratory, his teaching and lecturing skills, his ability to inspire, and most of all, his humanity, have had a profound influence on oncology that will continue to motivate advances for many years to come. One always had the feeling that in spite of his great achievements that the best was yet to come. It is our job to continue his mission."

Dr. Folkman first received funding from BCRF when he was awarded the prestigious Jill Rose Award in 1997 for outstanding contributions to breast cancer research. BCRF continuously supported his groundbreaking research since that time. He was a compassionate, warm and wonderful friend to all who knew him, and he will be profoundly missed by everyone at BCRF.

Inflammatory breast cancer gets a closer look in North Africa and the Middle East

Inflammatory breast cancer is aggressive and challenging to treat because it is often not diagnosed until it reaches a late stage. The disease begins in the breast duct tissue, but it does not stay there long, spreading quickly to lymphatic vessels in the skin and surrounding tissue, causing the breast to become swollen, red and hot.

Luckily, the incidence of inflammatory breast cancer in the United States is very low, hovering at 1–2 percent of all breast cancers. In other parts of the world, such as Northern Africa and the Middle East, the picture is much worse. There, 15 percent of all breast cancer cases are inflammatory, posing a serious public health problem. The Breast Cancer Research Foundation's Sofia Merajver, MD, PhD, of the University of Michigan Comprehensive Cancer Center in Ann Arbor, is a pioneer of U.S. and international research on inflammatory breast cancer, with ongoing studies in Egypt, Tunisia and now Morocco. The very existence of these studies has improved the level of detection and primary treatment of inflammatory breast cancer in these three countries by partnering international researchers with local doctors and clinics for a more systematic response to the disease. In addition, the teams are starting new programs to educate the community and raise awareness of the importance of early detection of the disease.

Merajver's primary interests are in determining how inflammatory breast cancer cells move and invade other tissues and understanding why the disease is more common in certain areas such as the Nile Valley and Northern Africa. To this end, she and her colleagues are looking at the "genetic signature" of inflammatory breast cancer in populations where there is a higher incidence of it. In a new publication, Merajver and her colleagues confirm that women in the Nile Delta (lower Egypt) have a form of the disease that is very aggressive, but so far appears to have a similar genetic signature to cases in the U.S.. This study provides answers, but also poses new questions. Why are women in North Africa more susceptible to inflammatory breast cancer; what are the reproductive and environmental factors that favor this type of cancer? To find answers and accelerate progress, Merajver and her colleagues are studying environmental factors, reproductive history and viruses as possible complicating culprits in the occurrence and determinants of the prognosis of inflammatory breast cancer throughout the world.

This year's BCRF funding has allowed the Michigan-based oncologist and researcher to establish the first dedicated inflammatory breast cancer clinic in Ann Arbor (only the second such clinic in the whole country). Since October 2007 the patient traffic has doubled, both in terms of those seeking primary diagnosis and second opinions. "This disease has a disproportionate burden of morbidity and mortality; these patients warrant special and extremely prompt attention," says Merajver. "The clinic is helping us help more women with the disease and track the specifics of a greater number of cases so we can better understand it, too. Soon we hope to have a definitive molecular signature of this disease and better drugs based on signaling pathways that are activated in inflammatory breast cancer. We need to stop its enormous capacity to spread."

First early detection program for Arab women in Palestine and Israel now in place

This winter, six Palestinian women took a BCRF-funded course in genetic counseling and breast cancer genetics and are now completing their in-service training at Augusta Victoria Hospital in East Jerusalem and Shaare Zedek Medical Center in Israel. Their goal: to provide breast cancer genetic testing and counseling to Palestinian women for the first time in history. A highly experienced team, supported by BCRF and including Ephrat Levy-Lahad, MD, Moien Kanaan, PhD, Samir Khatib, PhD, and Mary-Claire King, PhD, is mentoring the newly minted genetic counselors and will begin genetic analysis of breast cancer in Arab women living in the Palestinian Authority and Israel.

The link between BRCA1 and BRCA2 genetic mutations and incidence of breast cancer in Ashkenazi Jewish women has been studied for more than a decade and is extremely well understood. Today, the risks Jewish women face due to their genetic inheritance are reduced by the knowledge and preventive measures developed by scientists and doctors. In contrast, breast cancer in Arab women generally develops at a younger age, is more aggressive, and is frequently familial, yet virtually nothing is known about the genetics of breast cancer in this population. The BCRF funded group plans to apply the knowledge gained in studies of Ashkenazi Jewish families to understanding the genetics of breast cancer in Arab women, and to offer the first systematic care and follow-up program for inherited breast cancer risk in these women. The program is underway at Shaare Zedek and Augusta Victoria Hospitals, in collaboration with Bethlehem University. The genetic testing and counseling program is the first step and will raise public awareness and increase positive outcomes for Arab women with breast cancer.

In other BCRF-funded projects based in the US and in Israel, including the New York Breast Cancer Study and the Israeli Breast Cancer Study, researchers are continuing to explore the reasons underlying breast and ovarian cancer development in the Ashkenazi Jewish population.

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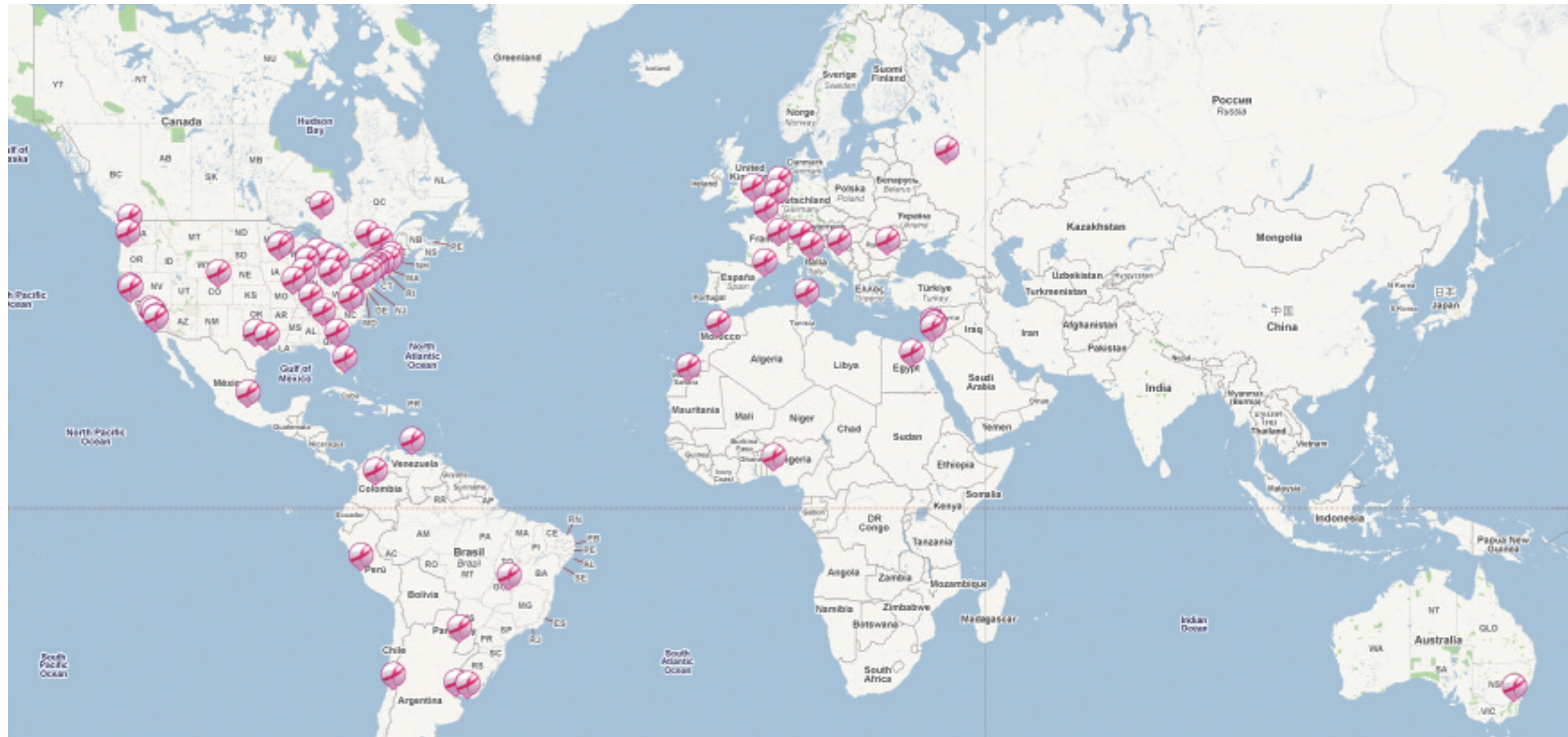
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Thinking Globally: BCRF's Reach in 2008



"In 2001, when we started funding an Israeli extension of the New York Breast Cancer Study's assessment of hereditary risk, we knew we were not only supporting quality science, but beginning a global approach to a global problem. That in just six years we have expanded our research funding to 28 countries on six continents is a testament to the vigor of that vision," says Larry Norton, MD, Chairman, BCRF Executive Board of Scientific Advisors; Deputy Physician-in-Chief and Director of Breast Cancer Programs, Memorial Sloan-Kettering Cancer Center, New York City.

The Breast Cancer Research Foundation has supported international research—at a rapidly increasing pace—for the past seven years. This year, BCRF funds a greater number of international projects than ever before, with more global expansion planned for 2008-2009.

Some are collaborations between U.S.-based researchers working with significant populations of women with breast cancer and their doctors in other countries. Other projects are initiated locally and range from cutting-edge laboratory research about the molecular basis of breast cancer, to establishing and improving basic standards of care, all so that women with breast cancer throughout the world have better outcomes.

BCRF-funded projects are now on six continents in 28 countries, including: the United States, Canada, England, France, Spain, Italy, Belgium, the Netherlands, Romania, Croatia, Russia, Israel, the Palestinian Authority, Argentina (in collaboration with Brazil, Mexico, Chile, Uruguay, Paraguay, Peru, Venezuela and Colombia), West Africa, Morocco, Egypt, Tunisia and Australia.

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Letter From Our President

Fifteen years ago, Evelyn Lauder saw an urgent need in the world of breast cancer research. She refused to sit back as breast cancer took a toll on more and more women and their families, and she recognized that increased funding for innovative medical research was the direct route to ending breast cancer. The mission of The Breast Cancer Research Foundation was powerful and clear from the beginning: to prevent breast cancer and find a cure in our lifetime.

As we embark on the 15th year of our commitment to breast cancer research, we have cumulatively raised in excess of \$215 million. In 2008, BCRF proudly awarded grants to 151 researchers worldwide. Finding a cure for cancer is an attainable goal, and it is our firm belief that we must fuel those who are searching for the answers. When you support BCRF, you are investing in the greatest minds in cancer research based at the top universities and academic medical centers around the world. Most importantly, you are investing in a future without breast cancer.

We believe that by endorsing the men and women who are developing the most innovative research, we can put an end to not only breast cancer but all cancers. "We're here today to consign cancer to the history books, because we know that cancer is a solvable problem," says Larry Norton, MD, Chairman of the BCRF Executive Board of Scientific Advisors.

Together we will continue to work towards a world unencumbered by cancer.

Sincerely,

Myra J. Biblowit

PS - I would also like to take this opportunity to welcome Lucretia Gilbert to BCRF as the Associate Director of Development. She will be developing a series of activities to bring together a younger generation of philanthropists and supporting our development team. Please contact Lucretia if you are interested in learning more about future initiatives.

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Hot Pink Symposium and Luncheon in Palm Beach

The beautiful Flagler Museum in Palm Beach, FL was the setting for the fifth annual Symposium and Hot Pink Luncheon. The February 11th event raised more than \$400,000. The day began with an eye-opening panel discussion entitled *What We Know (And What We Need to Learn)* About Preventing Breast Cancer moderated by Dr. Clifford Hudis, Chairman of BCRF's Scientific Advisory Committee, and facilitated by BCRF grantees Drs. Judy Garber, Marc Lippman, and Walter Willett.



Emilia Fanjul, Jane Hudis, Dr. Clifford Hudis, Pauline Pitt

Co-chairman Pauline Pitt opened the luncheon, welcoming over 225 guests. Dr. Walter Willett gave an informative talk on the importance of nutrition and its relevance to the carefully selected delicious lunch served at the event.



Eva Jacobi, Jill Gilmour and Maggy Scherer



Patti and Jessica Springsteen



Ellen Jaffe and Sandy Heine

The Spring Pink Luncheon

Spring was certainly in the air for the third annual Spring Pink Luncheon held at Fenway Golf Club in Scarsdale, NY, on May 15th. The luncheon was organized by BCRF Advisory Board member, Shelly Kivell, and co-chaired by her friends Alison Greene, Kim Meyers, Debra Ezratty, and Kinga Lampert (also a member of BCRF's Advisory Board). This year, the event raised more than \$123,000. Dr. Kenneth Offit of Memorial Sloan-Kettering Cancer Center spoke about taking the next steps in finding the genes responsible for breast cancer susceptibility. The guests took full advantage of the opportunity to have questions answered by one of the world's experts on cancer genetics.



Allison Greene, Debra Ezratty, Kim Meyers and Shelly Kivell

Bazaar & Spring Luncheon in Mount Kisco, NY

The 11th annual "A Cure In Our Lifetime" Spring Luncheon was held on May 1st at the Mount Kisco Country Club. The highlight of the luncheon was a discussion with Dr. Larry Norton, BCRF Scientific Director, who emphasized that BCRF works to promote collaboration and community among scientists, donors, and friends, and that only through the concerted efforts of all will cancer become a subject for history books.



Arlene Taub and Dr. Larry Norton

Committee members Karen Cohen, Eileen Farbman, Laura Friedman, Simone Gell, Karen Guglielmo, Ellen Horing, Leslye Kaskel, Lannie Lipson, Cathy Nish, Karen Parish, Marge Orell, Karen Taub, Elyse Weisenfeld, and Lori Weisenfeld organized and hosted this inspiring event that raised nearly \$90,000 for the Foundation. The funds will be earmarked for the research of Dr. Laura Esserman at the University of California, San Francisco.



Luncheon Committee with Peg Mastrianni and Myra Biblowit of BCRF



Play for P.I.N.K., BCRF's largest grassroots support organization, is set for another record-breaking year. We surpassed last year's revenue in the southern states and are hoping that momentum continues for the rest of the country. On May 8th, ICREW (Industrial Commercial Real Estate Women of NJ) held a very successful golf outing at Forsgate Country Club in Monroe Township. That is just one of the wonderful P.I.N.K. clubs that continues to host golf, tennis, swimming, card games, and dinner/dances – all raising money for BCRF. New clubs continue to sign up (we now have events in Iowa, Kentucky, Minnesota, Missouri, New Hampshire and North Carolina) which helps expand PFP's efforts to reach out to more and more states.

PFP is able to donate 100% of all funds raised to BCRF due to the generosity of our title sponsor, Bloomberg. The Estée Lauder Companies and Wilson Sporting Goods continue to donate products for all events.

Once again, none of this would be possible without the extraordinary group of PFP volunteers – the board, chairwomen and participants. Last year, over 15,000 people came forward to give hope their best shot by playing something for P.I.N.K. Thanks to their generosity, P.I.N.K. is currently funding nine of the nation's leading breast cancer researchers with their \$2.75 million donation. We're hoping to fund more researchers in 2009.

Think P.I.N.K. Be in the know. Visit www.playforpink.org to find out about ongoing achievements, happenings, register for a tournament, organize a tournament, or make a donation.

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

JUNE 2 Shoal Creek (MO), 4 Ridgewood (NJ), 4 Siwanoy (NY), 5 Ramsey (NJ), 10 Baltusrol (NJ), 10 Edgewood Valley (IL), 10 Mt. Kisco (NY), 10 Plandome (NY), 10 Silver Spring (CT), 12 Alpine (NJ), 12 Forsgate (NJ), 17 Dellwood (NY), 17 Montammy (NJ), 24 Sandy Hollow (IL), 24 Springdale (NJ), 26 Bamm Hollow (NJ), 26 Hampton Hills (NY), 26 Woodbridge (CT), 26 Wykagyl (NY), 29 Forest Hill (NJ)

JULY 1 Fairview (NY), 1 Hackensack (NJ), 2 CC of Darien (CT), 8 Arcola (NJ), 8 Bonnie Briar (NY), 8 Des Moines (IA), 8 Hayden Lake (ID), 9 Elmwood (NY), 9 Glen Ridge (NJ), 10 Knollwood (MI), 10 Salem (NY), 11 Glen Ridge (NJ), 11 Niagara Falls (NY), 11 Willow Ridge (NY), 12 Brae Burn (NY), 13 Mahopac (NY), 15 Hatherly (MA), 15 Old Oaks (NY), 15 Ravinia Green (IL), 15 Seawane (NY), 15 Shackamaxon (NJ), 15 Shelter Harbor (RI), 15 Telluride (CO), 16 Tuxedo (NJ), 16 Winged Foot (NY), 18 Tanna Farms (IL), 18 Leewood (NY), 19 Coppertop at Cherokee Hills (OH), 22 Brooklake (NJ), 22 Crestmont (NJ), 23 Bonnie Briar (NY), 28 Valley Brook (NJ), 29 Blue Hill (MA), 29 Rye (NY), 31 Maplewood (NJ)

AUGUST 2 Arrowhead (NY), 5 Apple Hill (NH), 5 Edgewood (NJ), 5 Minisceongo (NY), 5 Park Ridge (IL), 5 Ridgeway (NY), 6 Ardsley (NY), 6 Hackensack (NJ), 6 Powelton (NY), 7 Preakness Hills (NJ), 8 Columbia (MN), 12 Mountain Ridge (NJ), 12 Wildwood (NY), 13 Lords Valley (PA), 14 Beech Mountain (NC), 14 North Jersey (NJ), 14 Rolling Hills (PA), 18 Indian Pond (MA), 19 Suneagles (NJ), 19 Upper Montclair (NJ), 26 Cohasset (MA)

SEPTEMBER 5 Plateau (WA), 7 Lexington (MA), 9 Montclair (NJ), 16 Tamarack (CT), 17 Burning Tree (CT), 17 Westchester (NY), 23 Greenwich (CT)

OCTOBER 2 Spring Brook (NJ), 7 Pink Championship Playoffs (NY), 11 Tamarack (CT), 16 Wee Burn (CT), 21 Pink Championship Playoffs (NJ), 30 Check Presentation (NY)



Young Professionals with a "Pink Agenda"

The Pink Agenda's annual Spring Benefit was held on May 15th in New York City. The benefit was attended by over 300 guests and raised more than \$20,000 for BCRF. The Pink Agenda is an organization of young professionals committed to engaging today's generation for tomorrow's cure. At the helm of this initiative is Marisa Renee Lee, who recently lost her mother to breast cancer, and behind her is strong network of young women and men. "The Pink Agenda firmly believes that fun and philanthropy are not mutually exclusive," says co-founder Liana Guzman.

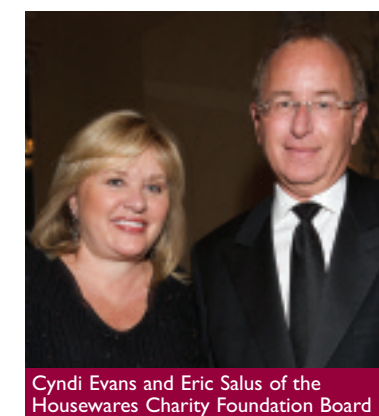


The Housewares Charity Foundation Gala

The 11th annual Housewares Charity Foundation Gala was an evening full of celebration, honoring industry icons Thierry de la Tour d'Artaise, Groupe SEB Chairman and CEO; Renée Behnke, Sur La Table President Emeritus; and Burton Tansky, The Neiman Marcus Group Chairman and CEO. The March 17th event, held in Chicago, raised an unprecedented \$1 million for BCRF, bringing the Housewares Charity Foundation's cumulative donation to the Foundation to over \$5.3 million. This extraordinarily charitable group has been ardently devoted to BCRF since 2000. Every year their support assures BCRF's ability to fund promising research. The Housewares Charity Foundation is truly saving lives; BCRF is proud to be their Legacy Charity.



Thierry de La Tour



Cyndi Evans and Eric Salus of the Housewares Charity Foundation Board

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QVC Presents "FFANY Shoes on Sale"



It was a night of fanciful shoes, fabulous deals and fantastic fundraising at the 14th Annual QVC Presents "FFANY Shoes on Sale" on October 17th. From a live shoe salon and auction to the simultaneous televised QVC sale, the event raised over \$304,000 to continue supporting BCRF's "First Step Award." This year's grant supports a project under the direction of Dr. Larry Norton of Memorial Sloan-Kettering Cancer Center and Dr. Rachel Hazan of Albert Einstein College of Medicine, exploring why breast cancers sometimes spreads to other parts of the body. The research is aimed at speeding the development of targeted therapies to eradicate metastasis. QVC and FFANY are truly all heart and "sole."

Boscov's and the Reading Royals turn the Hockey Rink Pink

The Reading Royals hockey team, part of the East Coast Hockey League, scored more than one goal on February 1st as they took on the Johnstown Chiefs for the Pink in the Rink charity evening to benefit BCRF and the Breast Cancer Support Services of Berks County. Wearing pink jerseys and skating on a cool pink ice rink, not only did the Royals beat the Chiefs four goals to three, but their support also helped raised \$17,500 for BCRF. Boscov's Department Stores teamed up with the Royals for Pink in the Rink by selling special edition pink merchandise at the game and online.



Ainsley Vince - Team Canada

2008 Challenge of the Americas

The bright lights of the International Arena at the Palm Beach International Equestrian Center in Wellington, FL, showcased three teams in two rounds of competition on March 8th at the 2008 Challenge of Americas event. With a record 750 guests in attendance, plus the General Admission seats, the event raised \$300,000 for BCRF.

"In addition to the funds donated by sponsors and patrons, there are also many people to thank who contributed their time, their services, and their products to make this event a financial success," said Mary Ross, Founder and Chairman of the Challenge of the Americas. Co-chairmen Tamara Gerber, Elizabeth Zimski and 30 committee members helped make the event an overwhelming success.

Honorary Chairpersons Katherine and Mark Bellissimo, through their Equestrian Sport Productions, donated the use of this year's Challenge venue. Other donors included Cunningham & Cunningham Livestock Insurance, Inc., King Ferry Winery, Red Barn Feed & Supply, Neiman Marcus and Back on Track. Teams were sponsored by Purina Mills, Morgan Stanley, and SSG Gloves.



Ainsley Vince, and teammate Martin Hoygens, of Team Canada SSG Gloves won the High Jump phase of the 2008 Challenge of the Americas.

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 Suzanne Santry

Judith P. Schlager
 Muriel Siebert
 Anne Sitrick
 Joanne Smith
 Erana Stennett
 Arlene Taub
 Patricia Quick de Visscher
 Mrs. Linda Waintrup
 Ms. Karen Webster
 Cathy Weinroth
 Harriet Weintraub
 Candace King Weir
 Sara Wolfensohn
 Ronny Zinner

BCRF Receives High Marks from Charity Navigator and the American Institute of Philanthropy

For the seventh consecutive year, The Breast Cancer Research Foundation has received four stars, the highest rating from Charity Navigator, which means BCRF has outperformed more than 99% of all evaluated charities in efficiently managing its finances. In its notification letter of February 28, 2008, Charity Navigator advised BCRF that "this exceptional designation differentiates The Breast Cancer Research Foundation from its peers and demonstrates to the public it is worthy of their trust."

The American Institute of Philanthropy (AIP) has re-evaluated BCRF's "A" rating and awarded the Foundation an "A+" for 2008. This is AIP's highest possible rating. BCRF is recognized by AIP as one of the "Top Rated" cancer organizations, and is the only breast cancer organization to appear on its "Top Rated Charities" list. In awarding their rating, the American Institute of Philanthropy looks at percent spent on program services, cost to raise \$100, and years of available assets.

Year after year BCRF has proven to be most efficient in using its resources to support research that is making a difference and leading the charge to achieving prevention and a cure for breast cancer.

Pink Is The New Black

Scarsdale High School juniors Zoe Katz and Danielle Pack (pictured) organized a student fashion show to support BCRF that was worthy of a spot in the Fashion Week tents. "Pink Is The New Black: Strutting Our Stuff to Eliminate Breast Cancer," held at Bloomingdale's in White Plains, NY, was an idea the two teens were able to make a reality through the generosity of their teachers, friends, families, and local businesses. In addition to the fashion show, the evening included a silent auction and shopping event.

The event raised more than \$24,000 for BCRF and was dedicated in memory of Zoe's mother, Patti Katz, and Danielle's aunt, Jane Pack Dessau.



Third Annual BCRF Corporate Partner Summit

More than 50 representatives from BCRF's corporate partner companies attended the third annual BCRF Marketing Summit at the New York City offices of the Ann Taylor Stores Corporation on January 29th. This forum provided an opportunity for corporate partners to exchange best practices and ideas, and to network with each other in a relaxed setting. Attendees enjoyed presentations by three BCRF partners: Stephanie Trachtenberg of Ann Taylor; Jaime Jewell of Delta Air Lines, and Trisha Calvo from Shape magazine. Topics ranged from engaging employees in pink programs to attracting media attention for a company's pink product/program.



Elisha Daniels of Sara Campbell LTD

thank you



Delta Air Lines fundraising efforts soared to new heights last fall as in-flight services went pink for National Breast Cancer Awareness Month. On March 13th, Delta Air Lines presented BCRF with a \$500,000 check raised by Delta employees, bringing Delta's total donation this year to over \$750,000. Joanne Smith, SVP Global Product Development and In-Flight Service, presented the check to Evelyn Lauder, Myra Biblowit and Dr. Larry Norton at The Delta Sky 360° lounge in New York City. Delta's top fundraising employees were also in attendance. BCRF is thrilled to be on-board with Delta for another year.



Usually when a person writes a check, money is being spent. A purchase of Checks Unlimited's "Hope for the Cure" checks, checkbook covers and address labels will generate a donation to BCRF by parent company, Deluxe Corporation. Through this wonderful program, Checks Unlimited has been able to raise more than \$216,000 in one year's time. This program illustrates another great way to support breast cancer research by completing everyday tasks.



Rowenta, a long-time corporate partner of the Foundation, had another successful year with its Iron for Pink program. Sales of a limited edition pink Rowenta iron and ironing board cover helped the company raise more than \$142,000 this year alone.



Day-Timers, Inc. has been an ardent support of BCRF since becoming a Corporate Alliance member in 2005. This year alone product sales of the company's Pink Ribbon line were such a huge success Day-Timers was able to donate more than \$205,000 to the Foundation. 2007 marked the first year the Pink Ribbon line was made available in major office supply stores giving the time management and organizational items greater exposure nationwide.



An innovative combination of online game playing and philanthropy helped WorldWinner.com become a stellar first year Corporate Alliance member of BCRF. 10% of each entry fee to participate in the "Play to Defeat Breast Cancer" tournaments were donated to the Foundation. Avid gamers raised almost \$155,000 by playing more than two dozen popular games offered by the website.

Prilosec OTC Bunco Championship

Bunco players from all across the United States gathered March 7th - 9th for the 2008 Prilosec OTC Bunco Championship at Caesars Palace in Las Vegas. More than 2,000 people rolled the dice and screamed "let's go bunco" for a chance to win the top prize of \$50,000 and the title of "Bunco Champ." Prior to the event, Prilosec OTC sponsored a Charity Challenge giving bunco groups the opportunity to win a trip to the Championship by raising the most money for BCRF. The winners, Bunco Babes from Florida, raised more than \$4,400 for BCRF and won the grand prize trip, including a reception with country singer Naomi Judd, an avid bunco player herself.



In addition to the Charity Challenge, all proceeds from the weekend's product sales - t-shirts, memorabilia, raffles, bunco kits - were donated to the Foundation. Overall, Prilosec OTC's efforts generated an amazing \$64,686 for BCRF.



New BuncoforBreastCancer.org

Recently, a newly-designed Bunco for Breast Cancer (BFBC) website was launched as an important resource for all BFBC organizers and participants. The site offers a historical perspective of the Bunco game, ways to organize events, downloadable materials, detailed instructions on how to play Bunco, words of wisdom from some of the most successful teams, and a photo gallery.



One of the main goals of BFBC is to fill the photo gallery with images submitted by Bunco players from around the world. The easiest way to share your photos is to upload them to www.flickr.com and send the link to coordinator@buncoforbreastcancer.org.

Corporate Alliance Thank You

BCRF thanks all of its Corporate Alliance partners for their unwavering support and continued generosity. To learn more about the exciting programs and products offered, visit www.bcrfcure.org/part.

your PINK calendar...



July:

- Saturday 13 Danskin Women's Triathlon Pleasant Prairie, WI
- Saturday 17 New York Liberty Outdoor Classic
Flushing Meadows, NY
USTA National Tennis Center
- Saturday 27 Danskin Women's Triathlon, New England



August

- Friday 15 Saratoga Luncheon
Reading Room, Saratoga Springs, NY
- Saturday 17 Danskin Women's Triathlon
Seattle, WA
- Sunday 18 Play for P.I.N.K. 6th Annual Golf
and Tennis Classic,
Old Westbury Country Club, NY

September:

- Saturday 14 Danskin Women's Triathlon
Sandy Hook, NJ
- Monday 22 Sara Campbell 2008 Fall Fashion Show
Boston Harbor Hotel, Boston, MA
- Monday 22 Boscov's 5th Annual Pink Ribbon Open
Berkshire Country Club, Redding PA
- Sunday 28 Pilates for Pink, Union Square Park, NYC

October

- Thursday 2 Bloomingdale's 59th Street Store Lighting, NYC
- Wednesday 15 FFANY Shoes on Sale presented by QVC, Waldorf=Astoria, NYC
- Thursday 16 The Estée Lauder Companies' BCA Campaign Illuminates
The Tower of London, UK
- Oct 16 - 19 Saks Fifth Avenue Key to the Cure Event
- Wednesday 29 Symposium and Awards Luncheon, The Waldorf=Astoria, NYC
- Oct 1 - 30 Unbeatable: A New Musical, New World Theatre, NYC



Save the Dates

February 9, 2009
The Symposium and
Hot Pink Luncheon
Palm Beach
Flagler Museum

April 29, 2009
The Hot Pink Party
NYC
The Waldorf=Astoria

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