

THE BREAST CANCER RESEARCH FOUNDATION®

PINK PRESS®

summer 2010



THE HOT PINK PARTY

This year marked The Breast Cancer Research Foundation's "Sweet 16" and a decade in concert with Sir Elton John at BCRF's annual Hot Pink Party. Evelyn Lauder and Elizabeth Hurley hosted the evening's festivities at The Waldorf-Astoria. More than 900 attendees came out and raised well over \$4 million, enabling BCRF to continue funding lifesaving research around the world.

The 2010 Unsung Hero Award, established by Roz and Les Goldstein and awarded to a remarkable friend who served as a constant support system to a woman who has had breast cancer, was presented to Janice Reals Ellig by Christine Nolte. Nolte spoke of how "Encyclopedia Britannica describes legendary heroes as those who transcend ordinary people in skill, strength, and courage" and observed that Ellig certainly "transcended every expectation" as her personal "unsung hero."

After the touching tribute, the evening was full of excitement. A huge CRUMBS cupcake was presented to Mrs. Lauder to celebrate 16 amazing years funding transformative research. Elizabeth Hurley and Myra Biblowit joined her in blowing out the candle, with Hurley noting our shared wish to "extinguish breast cancer once and for all."

Then, Hugh Hildesley from Sotheby's auctioned off a fantasy getaway at Donna Karan's estate on the private island of Parrot Cay in the Turks and Caicos Islands. Hildesley continued the live auction by asking the

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BETTE MIDLER

SIR ELTON JOHN



DR. LARRY NORTON

PHOTO: Rob Rich

PHOTO: Julie Skarratt

A MESSAGE FROM EVELYN LAUDER, FOUNDER AND CHAIRMAN

The Breast Cancer Research Foundation is celebrating its sixteenth year. We are excited about how far we have come. We want to call attention to how much has been discovered during this time. And we want to inspire you by noting how much closer we are to finding ways to prevent breast cancer and uncovering a cure for this disease, which still strikes far too many people.

Our "Sweet 16" gave us a moment to reflect how "sweet" it is that because of you, we are on the fast track to ending breast cancer. The research we have funded and are now funding is perhaps the most comprehensive group of studies on breast cancer in the world. Our Executive Board of Scientific Advisors, along with our Scientific Advisory Committee, select the highest caliber of thinkers and explorers in their field, and they identify the most fruitful projects that will have the maximum yield in saving lives. It is their expertise that guides our grant making. Year after year, we are amazed and thankful for the significant impact these studies produce. Whether it is creating a comprehensive database of breast cancer genes, studying breast cancer stem cells, developing new and more effective therapies, or improving quality of life, the research BCRF supports has made a major contribution to the field.

The Foundation continues to be one of the most efficient and effective breast cancer charities. In fact, the American Institute of Philanthropy awarded BCRF its highest rating of A+. We are not looking back, but looking forward. Your sustained support is vital for us to continue on this positive path.

Evelyn H. Lauder

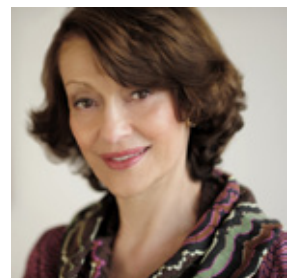


PHOTO: Radu Chindris



VERA WANG & DONNA KARAN

PHOTO: Rob Rich



DAVE ROTH, BLAINE POLLOCK,
ARLENE TAUB & FRANK COMPOSTO



JENNIFER CREEL & JOHN DEMSEY



KARINA SMIRNOFF &
JOHNNY WEIR

PHOTO: Rob Rich



MARCIA GAY HARDEN, EVELYN LAUDER
& ELIZABETH HURLEY

PHOTO: Rob Rich



ANTHONY & DEBRA VON MANDEL,
SIR ELTON JOHN, ANDREA SARKISIAN O'NEIL
& PHILIP O'NEAL



WILLIAM LAUDER, MARY ANN & FABRIZIO FREDA & HILARY RHODA



MYRA BIBLOWIT &
MARY ERDOES

UNLESS OTHERWISE NOTED PHOTOS: Julie Skarratt



WILBUR & HILARY ROSS; DAN & CYNTHIA LUFKIN



JANICE ELLIG, CHRISTINE NOLTE, ROZ GOLDSTEIN & SUE-ANN FRIEDMAN

PHOTO: Rob Rich

audience to sponsor research time, with the goal of raising a minimum of \$250,000 to fund one research project for a year. The audience rose to the challenge and raised nearly \$260,000.

Proud to have the privilege of leading BCRF, Myra Biblowit, President, remarked that “at the end of the day, BCRF is about...the researchers in the lab and at the bedside who are driven to save lives, it’s about the unsung heroes of the world who put friendship first, it’s about artists like Elton John who use their enormous talent in dramatic and meaningful ways, and it’s about the survivors who are inspirations to us all. This is what fuels our determination for BCRF to be the very best it can be.”

Leading up to the much anticipated concert, Bette Midler, standing in for New York City Mayor Michael Bloomberg, surprised Sir Elton John by proclaiming April 27, 2010 “Sir Elton John Day.” And in gratitude to Elton John for his tireless support of the Foundation and as a tribute to his commitment to change the face of AIDS today, Mrs. Lauder announced that the MAC Aids Fund, with the support of its chairman John Demsey, was contributing \$100,000 to the Elton John AIDS Foundation. Extremely moved, Elton John proceeded with a heartfelt concert that brought the audience to its feet, even performing a duet of one of his greatest hits, “Can You Feel the Love Tonight,” with BCRF Scientific Director Dr. Larry Norton.

A number of stars came out to support the Foundation including actresses Marcia Gay Harden, Diane Neal, and Julie Benz; ballroom dancer Karina Smirnoff; fashion designers Donna Karan and Vera Wang; Estée Lauder model Hilary Rhoda, and Olympic figure skater Johnny Weir.

The evening was a huge success because of the generosity of Mike’s Hard Lemonade and its founder, Anthony von Mandl, Brighton Collectibles, Roz and Les Goldstein, the Hearst Corporation, Evelyn and Leonard Lauder, and Gail and the late Richard Siegal. Also, thanks to the hard work of Co-Chairmen Bonnie Roche-Bronfman and Charles Bronfman, Marjorie Reed Gordon, Donna Karan, Michael Kors, Kinga Lampert, Evelyn and Leonard Lauder, Jane Lauder, Jo Carole and Ronald S. Lauder, William P. Lauder, Cynthia and Dan Lufkin, Jeanne and Herbert Siegel, Ingrid Sischy and Sandra Brant, Lizzie and Jon Tisch, Vera Wang, and Aerin Lauder Zinterhofer.



KINGA & EDDIE LAMPERT

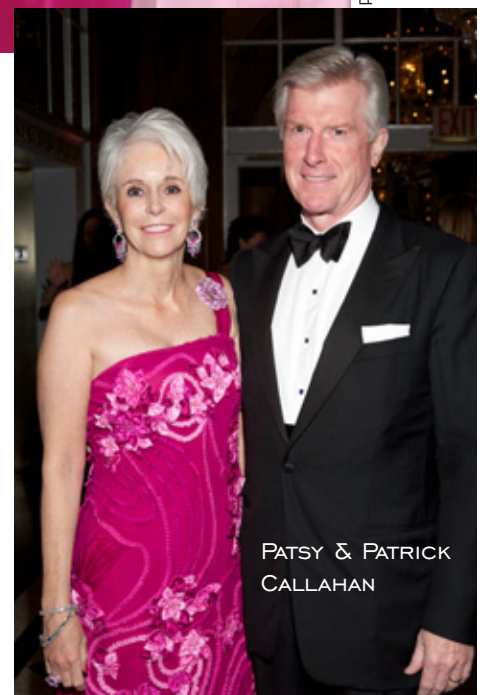


LIZZIE & JON TISCH

PHOTO: Rob Rich



ELIZABETH HURLEY, MYRA BIBLOWIT & EVELYN LAUDER



PATSY & PATRICK CALLAHAN



MYRA BIBLOWIT, ELISHA DANIELS, DONNA STEARNS, SANDY KRAKOFF, JUDIE SCHLAGER, ANDREA BROOKS & LINDA WAINTRUP

PHOTOS: Michael Blanchard

BOSTON HOT PINK PARTY

BCRF supporters gathered at the Four Seasons Hotel in Boston on May 13 to hear a panel of experts discuss the legacy of the late **Judah Folkman, MD**, who was honored with BCRF's Jill Rose Award in 1997 and whose research on anti-angiogenesis was supported by the Foundation each year from 1997 until his death in 2008.

The Symposium, underwritten by Brigham & Women's Hospital Breast Cancer Quality of Life Program, was chaired by **Carolyn Kaelin, MD, MPH**, who noted that BCRF's identification of scientific talent was never better epitomized than by the award to Dr. Folkman. She introduced BCRF Scientific Director, **Larry Norton, MD**, who set the tone for the panel discussion by calling attention to BCRF's unique role in the breast cancer research community. BCRF seeks out the very best and most talented people with demonstrated ability to conduct creative scientific research aimed at translation to improved human health. Dr. Norton remembered Dr. Folkman as his "personal hero" whose creative ideas were derived from clinical experience, who showed intellectual courage in standing by his ideas even when they were challenged or met with skepticism, and who steadfastly continued his research over the course of a long and productive career. Dr. Folkman's creativity and determination are particularly important to remember during a time of uncertain economic forecasts which may cause scientific conservatism at the expense of innovation and exploration.

BCRF Scientific Advisory Committee Chairman, **Clifford Hudis, MD**, introduced the four panelists and noted the interconnectedness of their work, particularly fitting as BCRF expects and encourages collaboration among its grantees. Each speaker remarked on the inclination to share findings and build on others' discoveries that is a hallmark of the BCRF research community. **Marsha Moses, PhD** (Children's Hospital and Harvard), who worked directly with Dr. Folkman for many years, spoke of her laboratory's ongoing search for the "switch" that activates dormant cancers by allowing them to induce new blood vessel formation. She reported that BCRF funding is also enabling her group to work on the development of non-invasive, painless and inexpensive tests that will identify breast cancer biomarkers. **Stuart Schnitt, MD** (Beth Israel Deaconess and Harvard), spoke of his group's efforts to further identify the subtypes of breast cancer which develop in women with the mutations in



the genes for breast cancer (BRCA). **Andrea Richardson, MD, PhD** (Dana-Farber, Brigham & Women's and Harvard), described a few of the many BCRF research collaborations that have emerged from her studies of breast tissue, and described her group's search for more effective therapies for those women whose genetic make-up cause their cancers to be resistant to traditional forms of chemotherapy. **William Kaelin, Jr., MD** (Dana-Farber and Harvard), recalled that it was a publication by Dr. Folkman in the 1980s which inspired him to focus on cancer research. Dr. Kaelin spoke about the rapid technological developments which not only have brought about the ability to quickly and inexpensively sequence all of the human genome, but also present challenges: scientists who are confronted with many gene mutations must determine which of those



are critical to cancer's evolution and growth and which are merely "along for the ride."

Evelyn Lauder closed the Symposium by noting that the brilliance of BCRF-funded scientists inspires the BCRF community to persevere in raising funds to enable them to continue their research; it brings us all closer to not only a cure for breast cancer, but prevention of the disease.

The Boston Hot Pink Party, which followed, honored New England's premier breast cancer researchers. BCRF painted Boston pink by lighting the Public Gardens. Over 420 guests were in attendance including Boston notables: Mayor Thomas M. Menino, Gretta Monahan, Joe Andruzzi, Kristine Lilly, and Gail Huff. Kelley Tuthill, of WCVB Channel 5, was a superb Emcee and colleague Susan Wornick acted as auctioneer.

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Paul and Phyllis Fireman were awarded the 2010 Annual Boston Humanitarian Award for their thoughtful philanthropy by 2009 recipient **Larry Lucchino**, President and CEO of the Boston Red Sox. This year's event was made possible by the generous underwriting of The Paul and Phyllis Fireman Charitable Foundation, Brooks Brothers, whose pink striped tablecloths dressed up the room, The Carl and Ruth Shapiro Family Foundation, David Yurman, Evelyn and Leonard Lauder, and Donna and James Stearns.

Thanks to the dedication of the event's Honorary Co-Chairs: Evelyn Lauder and

Stacey Lucchino; Co-Chairs: Andrea Brooks, Elisha Daniels and Linda Waintrup; Symposium Chair: Carolyn Kaelin, MD, MPH; and Vice Chairs: Sandy Krakoff, Judie Schlager and Donna Stearns, this year's event was the "hottest" party in Boston, raising over \$850,000.

OPPOSITE PAGE: DRs. LARRY NORTON & CAROLYN KAELIN; EVELYN LAUDER, PAULA & MARJORIE FOLKMAN AND DR. CLIFF HUDIS.

ABOVE TOP: DRs. MARSHA MOSES, ANDREA RICHARDSON, WILLIAM KAELIN & STUART SCHNITT. ABOVE BOTTOM: LARRY & STACEY LUCCHINO, EVELYN LAUDER, PHYLLIS & PAUL FIREMAN

DAVID YURMAN BOSTON HOT PINK PARTY KICKOFF RECEPTION



ONCE AGAIN, DAVID YURMAN GRACIOUSLY OPENED THEIR COPLEY PLACE STORE TO HOST THE SECOND ANNUAL BOSTON HOT PINK PARTY KICKOFF RECEPTION. THIS WONDERFUL EVENING YIELDED OVER \$9,000 TO BCRF.

PHOTOS: Michael Blanchard

KELLEY TUTHILL & MYRA BIBLOWIT

TORREY FAZEN DIPIETRO & LIZ SELLS

SHAUNA BROOK & HEATHER HERNDON

Grantees

IN THE NEWS

On March 22, BCRF's Scientific Director and Chairman of the Executive Board of Scientific Advisors, **Dr. Larry Norton** of Memorial Sloan-Kettering Cancer Center, was one of three individuals honored for clinical excellence and presented with a National Physician of the Year Award by Castle Connolly Medical Ltd. Honorees are selected based on an extensive process involving thousands of nominations by physicians.

On April 6, **Dr. William Kaelin** of Dana-Farber Cancer Institute/Harvard Medical School was named one of five recipients of a 2010 Canada Gardner Award. Dr. Kaelin was honored for identifying the molecular mechanisms that may pave the way for new therapies to treat diseases ranging from heart disease and anemia to cancer. In another honor, Dr. Kaelin was elected to the National Academy of Sciences; also elected was **Dr. Charles Sawyers** of Memorial Sloan-Kettering.

The members of the American Association for Cancer Research (AACR) have elected **Dr. Judy E. Garber** of Dana-Farber Cancer Institute/Harvard Medical School, a member of BCRF's Scientific Advisory Committee, as its president-elect. AACR's membership includes 30,000 researchers, health care professionals, and cancer survivors and advocates worldwide.

Dr. Kornelia Polyak, also of Dana-Farber Cancer Institute/Harvard Medical School, has been elected to serve on the AACR Board of Directors.

In April, **Dr. Stuart Schnitt** of Beth Israel-Deaconess/Harvard Medical School was inducted as President of the US and Canadian Academy of Pathology (USCAP), an organization of 11,000 physician pathologist members worldwide.

Dr. George Sledge of Indiana University School of Medicine was inaugurated as President of the American Society of Clinical Oncology (ASCO) at the organization's annual meeting in Chicago in June. ASCO has more than 27,000 members and is comprised of clinical oncologists from all oncology disciplines and sub-specialties from over 100 countries.

Dr. Patricia A. Ganz of UCLA, a member of BCRF's Scientific Advisory Committee, has been selected as the first recipient of the ASCO Research Professorship in Comparative Effectiveness Research, as an outstanding researcher who has made and continues to make significant contributions that have changed the direction of breast cancer research and who will provide mentorship to junior researchers. The Comparative Effectiveness Research Professorship in Breast Cancer was established at ASCO this year with a grant from BCRF, so it is especially heartening that Dr. Ganz was independently selected by the ASCO Awards Committee.

Dr. Nancy E. Davidson of the University of Pittsburgh Cancer Institute, a member of BCRF's Executive Board of Scientific Advisors, has been awarded the Gianni Bonadonna Breast Cancer Award by the ASCO Board of Directors, in recognition of her distinguished accomplishments in advancing the field of breast cancer and exceptional mentoring abilities. (Two of Dr. Davidson's predecessors in this award are also BCRF grantees: **Dr. Daniel Hayes** in 2007, and **Dr. Carlos Arteaga** in 2009.)

NEW WAYS TO DONATE



TEXT CURE TO 27722

You can donate in ten seconds by the press of a few buttons on your cell phone and without the hassle of credit cards. Text CURE to 27722 to donate \$10 to BCRF. A one-time \$10 donation is charged to your wireless bill or deducted from your prepaid balance. For details, call 866-720-3350 or go to mGive.com/a. Message and data rates may apply. Text STOP to 27722 to cancel.

HOST YOUR OWN FUNDRAISER!

Hosting your own fundraiser is a great way to raise money for BCRF. Across the country, individuals have organized bake sales, auctions, sporting events, birthday parties, and bar/bat mitzvahs. All together, these events have raised over \$400,000 for BCRF this year alone! If you would like to host a fundraiser, please contact Carol Edwards at cedwards@bcrcure.org. Use your imagination, get your community involved, and help raise money for BCRF!



LETTER FROM OUR PRESIDENT

The Breast Cancer Research Foundation believes that we fund the very best and brightest lights in research. Our grantmaking is guided by the incomparable Dr. Larry Norton, Scientific Director and Chairman of our Executive Board of Scientific Advisors, and Dr. Clifford Hudis, Chairman of our Scientific Advisory Committee. Along with their esteemed colleagues, they identify researchers and projects that have the highest yield in saving lives and ending this disease. We know that, if not for BCRF, many advances in breast cancer would not have come to fruition.

Nothing illustrates their keen ability to identify promising new opportunities and the most distinguished talent better than the list of BCRF-funded grantees who were recognized in recent months for their scientific accomplishments and/or elected by their peers to head national biomedical organizations (see “Grantees in the News,” page 6). At the end of the day, BCRF is about scientific discovery—which means it is really about extraordinary people like these BCRF grantees, as well as the other BCRF-funded researchers who are determined to achieve a cure and find ways to prevent breast cancer in our lifetime. This is what fuels BCRF each and every day.

Moreover, we know that BCRF dollars are leveraging tremendous progress in the eradication and treatment of all cancers. Breast cancer is like the hub of a wheel: as science unravels breast cancer, that information will inform and accelerate the resolution of other cancers. So an investment in BCRF has a multiplier effect well beyond breast cancer.

Please, do not lose sight of how much is at stake right now. Funding is transformative. Now is the time to push harder. Truly, the only thing standing between today and a cure is your financial support. We are determined to continue to give our Scientific Advisors the resources they need to lead us to a world without breast cancer. We are grateful for your past support and we hope we can count on you to continue to help us.

Sincerely,

Myra J. Biblowit



TIME FOR RESEARCH

Sponsor research Hour by Hour in 4 easy steps:



1. Create your donation page at www.timeforresearch.org.
2. Set a donation goal: 1 hour, 2 hours, a day, a week, etc.
3. Donate. Take the lead and make the first donation.
4. Share your donation page with friends and family.

Here is a snapshot of the impact your research dollars can make:

An hour: \$50 - Biopsy one inflammatory breast cancer sample

A day: \$1,200 - Set up an experimental model for studying tumor growth
 - Conduct genetic counseling for one woman with newly discovered genetic predisposition for breast cancer

A week: \$8,400 - Compare ten tumor samples from fast-growing versus slow-growing breast cancer
 - Correlate gene expression patterns in metastatic breast cancer with existing treatment options

A month: \$33,600 - Collect three new family histories for breast cancer genetic inheritance database
 - Develop a toxicity screen to study liver, kidney and heart function in the presence of a cancer treatment drug

Visit www.timeforresearch.org to make a direct donation or start your own fundraising cause. Use it to honor someone, as a pledge program or group fundraiser.



Q&A WITH DR. LARRY NORTON

Larry Norton is Deputy Physician-in-Chief of Breast Cancer Programs at Memorial Sloan-Kettering Cancer Center and the Medical Director of Memorial Sloan-Kettering's Breast and Imaging Center, which contains the Evelyn H. Lauder Breast Center. Dr. Norton is a founder of The Breast Cancer Research Foundation and has served as its Scientific Director and chairman of its Executive Board of Scientific Advisors since the Foundation's inception in 1993.

Tell us about yourself as a scientist and how you became interested in breast cancer research.

What attracted me to science in the first place was that it seemed capable of attacking big problems, the kinds that affected a lot of people. Among these, cancer seemed a good place on which to focus my life and energies. But once I made this decision I had to make another choice: Would I focus on a narrow topic (which the academic reward system favors) or a broad approach, which engenders considerable risk regarding an academic career? I wanted to try to cure cancer any way I could, so I took the riskier path.

Accordingly, for graduate school I chose to earn a medical degree rather than a PhD in science. This was not easy for me because I regarded (and still regard) the accumulation of knowledge through unfettered scientific discovery one of humanity's most commendable goals. But I also felt compelled to try to help people through hands-on medicine. A combined degree, an MD-PhD, would have been optimal, but my local draft board precluded that – they would not have given me a draft exemption during the Vietnam War had I pursued a PhD after I had finished my medical training.

In the 1970s, in the second year of my fellowship in medical oncology at the National Cancer Institute, I had the opportunity to do laboratory work in viruses and cancer, which was then and remains a hot topic. However, with my colleague Richard Simon I had already made some interesting observations about the mathematics of cancer growth, observations with clinical implications that just begged for testing in clinical trials. I knew that to get these ideas tested I would have to earn the trust of the cancer clinical trials community, largely hands-on physicians, which means I would have to pursue that path even though laboratory-based science offered more academic rewards. For example, very few clinical trialists or theoretical biomathematicians get elected to the National Academies! Nevertheless, I was compelled to try to test our ideas in the clinic.

The very first implication of our work was that for cancer-killing drugs to work optimally they should be given often at a “right” moderate dose level rather than at a high “maximum tolerated dosage.” This new approach, using moderate dose levels frequently, was later termed “dose density.” It is an approach designed mathematically to maximize the killing of cancer cells while minimizing side effects. It took about two decades to get the idea into a clinical trial and another five years thereafter to show that the idea worked! But now it is widely applied, in breast cancer and many other cancer types.

Over the years I have been involved in many research topics, including the identification of inherited genetic abnormalities that predispose people to cancer, the development of new drugs such as monoclonal antibodies that target growth factor receptors, vaccines, and most recently, with my colleague Joan Massague, a self-seeding concept of how tumors grow and spread. This latter work actually explains the mathematical basis for dose-dense anti-cancer therapy and has many other implications for further research and, we hope, clinical applications.

My decision to “cure cancer anyway I could” has guided all of my career decisions. It has led me to become a physician, a mathematical scientist, a research administrator, a teacher, a mentor, a fundraiser, and now the medical director of a wonderful health facility. I wake up every morning and ask the question, “How can I make further progress today?” and pray that some good will come from it.

Did you ever seriously consider another kind of career than that of the sciences?

I think that biomedical science was always in picture, even when it was obscured by other loves. For example, I love music and think the making of music with other musicians, especially before a live audience, is one of life's greatest pleasures. Frankly there is no substitute for that experience on an emotional level. But I made the decision early on follow my current path, and I am not sorry (most of the time).

What advice would you give to young physician-researchers?

It depends on how young they are. I would say to the youngest students that they should think about studying neuroscience rather than cancer because cancer will be licked by the time they are ready to do their mature work. Neurodegenerative diseases will be the next big problem to solve after infectious diseases and cancer are controlled. And in all of these areas, prevention is the name of the game, although therapeutic advances are a step in that direction. To medical students interested in clinical work I say that they should spend some time doing formal laboratory research to enhance their personal development and professional growth. Still, we need great clinicians and clinical trialists as well as great laboratory-based researchers, and I hope the academic system will learn to reward such career choices.

How close are we to preventing and curing all forms of breast cancer?

That is a question that is on every person's mind. We have made massive strides in curing cancer, and have realized many improvements in the areas of diagnostics (such as the use of MRI) and breast conservation surgery. When The Breast Cancer Research Foundation began 16 years ago, we started our sentences with “If we cure cancer...” Today it is not “if” but “When we cure cancer...” Everyone knows breast cancer will be eliminated and our goal is to make it happen as rapidly as possible.

You have directed BCRF's activities since its beginnings. How has the BCRF grant program expanded over the years?

I think “directed” is too strong a word. The key concept of BCRF is collaboration, involving leadership, supporters, scientists, physicians... indeed the whole community. We have grown because we are all part of the whole great mission that is greater than the sum of its parts. When, in 1992, Evelyn Lauder initially helped raise funds for the construction of the Evelyn H. Lauder Breast Center at Memorial Sloan-Kettering Cancer Center we knew we were developing an idea, not just a physical space. We wanted to put the patient in the middle of a circle of specialists rather than have the patient shuttle between specialists. This was a novel idea at the time. But what was missing was putting all the specialists together in their academic time—which we have fixed in our new Evelyn H. Lauder Breast Center, by the way. By extension, we realized that to make progress faster we needed to connect many great researchers together in a “virtual” space. That is where the idea for BCRF was born.

Back then, there was some—never enough—money available to support basic science and clinical trials, but very little to support the connection between laboratory science and clinical research. There was no organization dedicated primarily to fostering the development of creative ideas and collaborations that would help translate what we learned in the laboratory into the better management of breast diseases in the clinic.

For these reasons The Breast Cancer Research Foundation began in 1993 with the goal of serving two basic needs: translational science and networking among researchers. What started as Evelyn hosting an intimate dinner in her home to raise money to support these goals has evolved into an organization that not only realizes grants for like-minded investigators all over the country and the world, but one that influences other grant-giving philanthropic organizations to do the same.

How has BCRF impacted breast cancer research?

The Breast Cancer Research Foundation has already had a significant impact, in ways specific and more general. Specifically, the research it has supported has improved all aspects of breast cancer management, from prevention to diagnosis to prognostication to therapy to wellness after therapy is completed. These achievements are documented, in part, on the BCRF website. In addition—and in the long run maybe more significant—is the fact that we have reinvented how biomedical research should be supported. We do not solicit competitive grant applications—although we applaud those other institutions that do, since this is a very important part of the mix. Instead, we search out great scientists, relative beginners and established ones as well, who are accomplished and creative and want to help solve the cancer problem. We support people, not projects, although—of course—we assess and monitor progress as these researchers work in imaginative directions. Once preliminary data are accumulated these same researchers are encouraged to attract further financial support from more conventional sources. We have had great success employing this method.

In addition, we encourage collaboration, cooperation, and networking, all aspects of creating a community of scholars interested in making progress faster by working together. Scientists do want to work together, but they need a structure within which to accomplish this most efficiently. To this end we have pioneered a Web portal to encourage the exchange of ideas, materials, and information. We also host a think tank every year with focus groups from which we expect action items to arise. The creativity of this activity has been amazing.

Great science is a creative art. So the most important characteristic of BCRF is the priority it puts on creative thinking and on giving investigators the freedom they need to explore new ideas. One way we accomplish the latter task is by funding cooperative groups and hospital consortia working together to carry out translational research.

For example, in 2005 BCRF founded the Translational Breast Cancer Research Consortium (TBCRC), which is now supported in partnership with other organizations. The TBCRC unites the efforts of fourteen leading breast cancer research centers in the United States. This group designs and conducts high-technology, usually multidisciplinary clinical trials that incorporate sophisticated laboratory investigations. The focus is on making progress against breast cancer, using the tools of modern biological science as its weapon.

BCRF also partners with other organizations such as the American Society for Clinical Oncology (ASCO) Foundation and the American Association of Cancer Research (AACR) to give grants to investigators to conduct promising translational breast cancer research.

Following the core principles of BCRF, we do not limit our support to the borders of the United States. By 2009 the BCRF had expanded its research funding to 28 countries on six continents. Just as breast cancer is a global problem, so must the solution involve global cooperation and collaboration.

What challenges lay ahead for BCRF?

I am confident that we are moving in the right direction, but I am never happy with the speed of progress. We have an ethical obligation to move forward faster. One thing we need to do to maximize our rate of progress is to keep identifying the new ideas and new people who offer great promise. This takes a lot of work, a lot of time, a lot of travel, but the rewards are great too. And we have to continue, indeed expand, our ability to support not just the development of the new ideas, but the connections between them. If you want to hear the sound of a ringing bell, you need not just the bell and a hammer, but the means to have the hammer strike the bell: The goal is the interaction between the elements.

Much has been accomplished but more needs to be done to eradicate and ultimately prevent breast cancer altogether. What is stopping us from reaching that goal?

Most people do not really know how underfunded we are in cancer research and education. We are talking about a set of diseases that will afflict up to a half of all Americans, and affect 100% of us indirectly if not directly. Yet if one puts together all sources of support for making progress—everything spent by government and industry and private donors put together—it accounts for less than 69 cents per American per week. As a nation, this is less than one-sixth of what we spend on soft drinks! Hence, to make progress faster, to save our own lives as well as the lives of our loved ones, what we need is not massive sacrifice but mass commitment. By connecting that commitment with high quality creative research we can eradicate breast cancer and all cancers in real time. We see the light at the end of the tunnel, which means it is a straight shot: Let us get there as fast as our commitment allows.

PLAY FOR P.I.N.K.



WYCLIFFE GOLF AND COUNTRY CLUB IN LAKE WORTH, FL

10

summer 2010

Play for P.I.N.K. (PFP) continues to expand into new states and clubs every day. And we have even gone international thanks to Elizabeth Hurley, whose husband, Arun Nayar, directed proceeds from a charity golf tournament in Germany to PFP. Why not become part of this winning team, right in your own neighborhood, with your friends and colleagues? In addition to golf and tennis, we continue with other wonderful PFP events such as swimming, card games, dinner/dances, and cocktail parties—all raising money for BCRF.

PFP's commitment to donate 100% of funds raised would not be possible without their generous title sponsor, **Bloomberg. The Estée Lauder Companies** and **Wilson Sporting Goods** continue to donate products for all events.

The organization is currently funding twelve leading breast cancer research projects from their recent \$3 million donation, bringing their cumulative contribution to \$18.75 million! None of this would be possible without the extraordinary group of PFP volunteers—the board, chairwomen and participants. Last year, over 20,000 people came forward to give “hope their best shot.”

Think P.I.N.K. Be in the know. Visit www.playforpink.org or call me at 646-497-2605 to find out about upcoming events, register for a tournament, organize a tournament, or make a donation.

Sincerely,

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



BALLEN ISLES COUNTRY CLUB IN
PALM BEACH GARDENS, FL



PADDLE TENNIS EVENT, CONNECTICUT

SCHEDULE

JULY

- 2 TRUMP NATIONAL (NY)
- 3 EDGEWOOD (NJ)
- 5 BAILIWICK (CT)
- 7 CLIFF PARK (PA)
- 7 SHORE & COUNTRY (CT)
- 9 CC OF DARIEN (CT)
- 9 WILLOW RIDGE (NY)
- 10 TAMARACK (NY)
- 11 SLEEPY HOLLOW (NY)
- 13 BURNING TREE (CT)
- 13 ESSEX FELLS (NJ)
- 13 FAIRVIEW (NY)
- 13 LOSANTIVILLE (OH)
- 13 SEAWANE (NY)
- 13 SUNEAGLES (NJ)
- 13 WARREN BROOK (NJ)
- 14 BONNIE BRIAR (NY)
- 14 GLEN RIDGE (NJ)
- 14 MIDDLE BAY (NY)
- 14 SHENOROCK (NY)
- 14 SOMERS POINTE (NY)
- 14 TUXEDO (NJ)
- 14 WINGED FOOT (NY)
- 15 KINGSWOOD (NH)
- 16 LEEWOOD (NY)
- 16 NIAGARA FALLS (NY)
- 17 COPPERTOP AT
CHEROKEE HILLS (OH)
- 20 OLD OAKS (NY)
- 20 HATHERLY (MA)
- 20 RAVINIA GREEN (IL)
- 27 APPLE RIDGE (NJ)
- 27 BLUE HILL (MA)
- 27 ELMWOOD (NY)
- 27 CRESTMONT (NJ)
- 27 MAPLEWOOD (NJ)
- 27 ROCKRIMMON (CT)
- 27 PREAKNESS HILLS (NJ)
- 27 NORTH FORK (NY)
- 28 ARDSLEY (NY)
- 29 KNOLLWOOD (MI)
- 29 MANCHESTER (VT)
- 30 THE HIDEOUT (PA)

AUGUST

- 3 CEDAR HILL (NJ)
- 4 RIDGEWAY (NY)
- 5 SPRING VALLEY (MA)
- 7 SHAKER HEIGHTS (OH)
- 10 MOUNTAIN RIDGE (NJ)
- 10 SHACKAMAXON (NJ)
- 12 ARCOLA (NJ)
- 12 COLUMBIA COUNTY (NY)
- 12 MAUH NAH TEE SEE (IL)
- 17 MINISCEONGO (NY)
- 17 UPPER MONTCLAIR (NJ)
- 18 LORDS VALLEY (PA)
- 19 BEECH MOUNTAIN (NC)
- 19 MAHOPAC (NY)
- 22 ESSEX COUNTY (NJ)
- 22 LEXINGTON (MA)
- 24 APPLE HILL (NH)
- 26 NORTH JERSEY (NJ)
- 31 HACKENSACK (NJ)

SEPTEMBER

- 1 PARK RIDGE (IL)
- 8 BENT CREEK (PA)
- 10 PLATEAU (WA)
- 14 MONTCLAIR (NJ)
- 14 ROCKAWAY RIVER (NJ)
- 15 COVELEIGH (CT)
- 16 FRAMINGHAM (MA)
- 21 BATTLEGROUNDS (NJ)
- 22 GREENWICH (CT)

OCTOBER

- 14 BRIDGES AT RANCHO
SANTA FE (CA)
- 16 BRIER CREEK CC (NC)
- 16 BELFAIR (SC)
- 27 CHECK PRESENTATION
(NY)

THE HOT PINK SYMPOSIUM AND LUNCHEON IN PALM BEACH

In February, The Seventh Annual Hot Pink Luncheon and Symposium brought us to The Breakers Hotel in Palm Beach, Florida. Over dessert, a revealing Symposium entitled “How Science is Revolutionizing our Approach to Breast Cancer” was moderated by Dr. Larry Norton, BCRF Scientific Director. The panel featured five of the world’s leading breast cancer experts discussing the latest advances in research. The event raised over \$340,000.

Generous underwriting was made possible by The Sol Goldman Charitable Trust, Evelyn & Leonard Lauder, The Ambrose Monell Foundation and UBS. Thanks to the leadership of Co-Chairmen Donna Acquavella, Sandy Krakoff, Evelyn Lauder, Hillie Mahoney, Pauline Pitt, Tricia Quick, Hilary Geary Ross, Frances Scaife and Judie Schlager. The night before, Evelyn and Leonard Lauder hosted a Super Bowl-themed kickoff party to thank the underwriters and panelists.

TOP: PAULINE PITT, EVELYN LAUDER & LILI MONELL
 BOTTOM: DRs. LARRY NORTON, JOAN BRUGGE, MARC LIPPMAN, JOYCE SLINGERLAND, CLIFF HUDIS & ARNOLD LEVINE.
 PHOTOS: LUCIEN CAPEHART



BEAUTÉ ET SÉRÉNITÉ

On June 2, over 600 people came from all over the world to the Galeries des Galeries at the world famous Galeries Lafayette in Paris, France to celebrate the opening of Evelyn Lauder’s Beauté et Sérénité photo exhibit. The 10-day exhibit showcased more than 60 of her favorite photographs focusing on the splendor found in nature. All photo sales were donated to BCRF, generating over \$60,000. BCRF grantee, Dr. Rosette Lidereau, Research Director at the Centre René Huguenin in Saint-Cloud, France, spoke of the strides that BCRF is making in breast cancer.



ELIZABETH HURLEY & EVELYN LAUDER. INSET: DR. ROSETTE LIDEREAU
 PHOTOS: LUC CASTEL AND JULIO PIATTI



QVC PRESENTS “FFANY SHOES ON SALE”

The 16th annual QVC Presents “FFANY Shoes on Sale” gala, held last October, featured fabulous designer shoes at half price, making it easy for shoe lovers to make great strides for breast cancer research. The donated footwear was sold live on television through QVC and during the benefit to attendees. Sales from the evening raised a record-breaking \$325,000 for BCRF, to continue funding “The First Step Award.” This Award underwrites a research project led jointly by Dr. Larry Norton of Memorial Sloan-Kettering Cancer Center and Dr. Rachel Hazan of Albert Einstein College of Medicine, who are exploring the complexity of breast cancer that has spread, or metastasized, beyond the breast to other parts of the

body, and the difficulties associated with treating the disease at this late stage. Their research is aimed at developing new therapies that will successfully treat metastatic, late-stage breast cancer.

LARRY TARICA, CHAIRMAN, THE FASHION FOOTWEAR CHARITABLE FOUNDATION; JOSEPH C. MOORE, PRESIDENT & CEO, FASHION FOOTWEAR ASSOCIATION OF NEW YORK; EVELYN LAUDER; MIKE GEORGE, PRESIDENT & CEO, QVC. INC.



THE HOUSEWARES CHARITY FOUNDATION GALA

The 13th annual Housewares Charity Foundation Gala on March 15 in Chicago was a glamorous evening to remember. This year's Lifetime Humanitarian Award was presented to Mike George, President and CEO of QVC, Inc. Honorees are selected for their humanitarian efforts and exceptional leadership. BCRF is proud to be the legacy charity of the Housewares Charity Foundation (HCF), which promotes philanthropy within the housewares industry. HCF raised an astonishing \$1.5 million for BCRF, bringing their cumulative donation to the Foundation to more than \$10 million. This year, their amazing contribution will fully fund six critical research projects.

MIKE GEORGE AND EVELYN LAUDER

A CURE IN OUR LIFETIME BREAKFAST



BCRF was a beneficiary of the 13th annual Chappaqua "A Cure in Our Lifetime" spring breakfast. The event, held on May 21 at Trump National Golf Club and organized by a dedicated committee, featured keynote speakers Joy Bauer, the nutrition/diet expert for *The Today Show*, and breast cancer survivor and network news journalist Geralyn Lucas, author of *Why I Wore Lipstick To My Mastectomy*. The overflow crowd of 250 attendees raised \$65,000 for BCRF.

2010 CHALLENGE OF THE AMERICAS

The 9th annual Challenge of the Americas competition and gala was held on March 13 at the International Polo Club Palm Beach in Wellington, FL. This year's equestrian extravaganza got underway with a High Goal Polo Calcutta that was followed by show jumping and musical quadrilles performed by top riders. In addition, an ice rink was placed on the field for a one-of-a-kind figure skating and dressage performance in memory of Ingrid Lin, a fellow dressage rider who passed away this year from breast cancer. Co-Chair and founder Mary Ross thanked the audience for their continued support that has enabled the



PHOTO: SUSAN STICKLE

event to grow from a luncheon into an international exhibition. The benefit raised over \$190,000. Laura Lassman, President of PFP, stated, "this event has raised over \$1.2 million since it started in 2002."

ESTÉE LAUDER AMERICANA MANHASSET'S FIRST ANNUAL WORLD PINK LUNCHEON

On May 3, the Estée Lauder Americana Manhasset store in Long Island hosted a luncheon, attended by over 165 guests. The luncheon honored the memory of two special women, Roddy Eliash and Haya Kadosh-Gabbay. Evelyn Lauder introduced BCRF grantee, Dr. Jill Bargonetti, Hunter College, who discussed the great strides her team is making in their clinical and translational research of breast cancer. Her research is supported by the Estée Lauder brand. The event raised more than \$27,000.



FRANK CASTAGNA, MYRA BIBLOWIT, EVELYN LAUDER, RITA CASTAGNA, DEIDRE COSTA MAJOR AND JOHN GUTLEBER. PHOTO: PAUL SCHNECK

Q & A with Jaclyn Smith

Jaclyn Smith, a breast cancer survivor, is lending support to BCRF this year. In honor of her silver anniversary with Kmart, the company has teamed up with Jaclyn to introduce a special collection to stores nationwide this fall.

What does it mean to be a celebrity breast cancer survivor?

Being a breast cancer survivor is like having a badge of courage. You are stronger for having gone through it and you have a newfound appreciation for life. By being a survivor and a celebrity, it has allowed me the opportunity to help raise awareness for the cause and to educate people about the importance of early detection. I am so thrilled to partner with BCRF to bring attention to the cause, and more importantly, to help raise funds.

The Breast Cancer Research Foundation believes that research today will save lives tomorrow. Why is it important to you to support the Foundation in this mission?

Breast cancer has affected more than 2.5 million women in the U.S. alone. Ask almost anyone and chances are they have been affected by breast cancer or know someone close to them who has. I believe in supporting The Breast Cancer Research Foundation because I know we will find a cure. Since its inception, BCRF has made huge strides in the fight against breast cancer and BCRF-funded research has helped save lives and improve the quality of care for patients. We've come a long way and we are not there yet, but we do know that what we are doing is working.

What do you wish women knew about breast cancer?

Just being female and getting older puts you at risk. Women need to be aware that they can make easy changes in their diet or exercise that can help with breast cancer prevention. Early detection is also a key component to successfully treating breast cancer. Women need to be vigilant in their self exams and mammograms, and listen to their body. If something concerns you – then make an appointment and go see your doctor.

As a mother, why is it important to continue to raise awareness of breast cancer?

The importance of raising breast cancer awareness goes beyond our responsibilities as mothers. It's our responsibility as daughters, sisters, aunts, friends, neighbors. Encourage the women in your life to do self-exams and get a mammogram every year.



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BCRF mourns the passing of Josie Robertson, our beloved Board of Directors member since 2002. Her grace, generosity, and dedication informed us, inspired us, made us stronger, and will be greatly missed.

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COMMUNITY FUNDRAISERS

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summer 2010



Yvonne's Fun Walk/Fun Run: Harrisburg, PA

Scott Esworthy established Yvonne's Fun Walk/Fun Run to fight breast cancer in honor of his wife Yvonne Young, who succumbed to the disease at age 36. The response was overwhelming and participants helped raise nearly \$20,000 for BCRF. They hope to make this an annual event.



Flip for the Fight Invitational: Manassas, VA

Ashley Hoskins organized a gymnastics competition, 'Flip for the Fight Invitational,' to help raise \$7,000 in honor of one of the owners of GMS gymnastics institute, who was diagnosed with breast cancer and underwent a double mastectomy.



Mother's for Daughters', West Dover, VT

Sharon Alves, Magnus Thorsson and Bob O'Keefe brought together 250 riders for a fabulous motorcycle ride which raised over \$10,000 for BCRF.

BCRF MEETS BBB STANDARDS FOR CHARITY ACCOUNTABILITY

The Better Business Bureau (BBB) Wise Giving Alliance reports on charities and determines if they meet 20 voluntary standards, such as charity governance, finances, fund raising, and donor privacy. The Breast Cancer Research Foundation has worked hard to ensure compliance with the BBB's charitable giving standard on every level. BCRF is proud to be listed on www.bbb.org as a charity in full compliance.

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THANK YOU

ANN TAYLOR STORES CORP. DONATED OVER \$1 MILLION TO BCRF THROUGH THE SALE OF ANN CARES®, LOFT CARES™ CARDS AND ASSORTED PRODUCTS. THE DONATION WILL FULLY FUND FOUR BCRF RESEARCH GRANTS.



JAMIE GATTUSO, DAWN SULLIVAN OF PLANET FITNESS; PEG MASTRIANNI & MYRA BIBLOWIT. PLANET FITNESS RAISED AN ASTOUNDING \$213,176 THROUGH THEIR MOTHER'S DAY PROMOTION.

PHOTO: ROB RICH



ROBBIE FRANKLIN, MYRA BIBLOWIT, OUIDAD, PETER WISE & HILLARY SOLOMON. OUIDAD RAISED A GRAND TOTAL OF \$59,743 FOR BCRF THROUGH THEIR CURLS FOR A CURE PROGRAM.



JOANNE SMITH (CENTER), WITH FELLOW DELTA AND NORTHWEST EMPLOYEES, PRESENTED A CHECK FOR A RECORD-BREAKING \$1 MILLION TO BCRF, RAISED THROUGH THE SALE OF PINK LEMONADE AND EMPLOYEE FUNDRAISING.

CHRISSEY HOFFMAN, LORING GROVE OF STREAMLIGHT; MYRA BIBLOWIT, PEG MASTRIANNI & JACLYN LEE. STREAMLIGHT, A NEW CORPORATE PARTNER, PRESENTED BCRF WITH A CHECK FOR AN ASTOUNDING \$100,000.



JOHN D'ARRIGO, MARGARET D'ARRIGO-MARTIN, OF D'ARRIGO BROS.; MONTEREY COUNTY SUPERVISOR, LOU CALCAGNO & MYRA BIBLOWIT. D'ARRIGO RAISED \$1 MILLION TO DATE FOR BCRF.



CARMEN BRACHO, HILARY FLEMING, TOM HIPWELL OF NESTLE WATERS; MYRA BIBLOWIT & ROBBIE FRANKLIN. NESTLE PURE LIFE WATERS SURPRISED BCRF THIS YEAR BY RAISING \$250,000.



CLINIQUE NORTH AMERICA FIELD SALES VICE PRESIDENTS: CINDY HUBBARD (SOUTH), GAIL KOMST (EAST), TERI DEERING (CENTRAL CANADA) AND LESLIE BROWN (WEST) PRESENTED NEARLY \$40,000 TO EVELYN LAUDER.

The Breast Cancer Research Foundation
60 East 56th Street, 8th Floor
New York, New York 10022

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2010 PINK CALENDAR

JULY

Monday 12
Key Foods Golf Outing
Pine Hollow Country Club, East Norwich, NY

Monday 12
Hudson BCRF Golf Classic
Liberty National Golf Course, Jersey City, NJ

AUGUST

Monday 16
Estee Lauder 8th Annual Play for P.I.N.K. Golf and Tennis
Classic
Old Westbury Country Club, Woodbury, NY

Friday 20
Fabulous Fillies Day
Saratoga Race Course, NY

OCTOBER

Friday 1
Pink Promises Benefit
Crest Hollow Country Club, Woodbury, NY

Sunday 3
SHAPE Pilates for Pink
Union Square Park, New York, NY

Tuesday 5
Sony Style Shop for a Cause
Sony Style retail stores

For more information about events,
contact Lucretia Gilbert at 646.497.2622

Wednesday 13
QVC Presents "FFANY Shoes on Sale"
Rose Hall, Lincoln Center, New York, NY

Thursday 21-Sunday 24
Saks Fifth Avenue Key to the Cure Charity
Shopping Event, Saks Fifth Avenue retail stores

Wednesday 27
BCRF Symposium and Awards Luncheon
The Waldorf=Astoria, New York, NY

NOVEMBER

Wednesday 10
Scarsdale Luncheon with Dr. Clifford Hudis
Fenway Golf Club, White Plains, NY

2011 Save the Dates

FEBRUARY

Monday 7
The Hot Pink Luncheon & Symposium
The Breakers, Palm Beach, FL

APRIL

Thursday 14
The Hot Pink Party
The Waldorf=Astoria, New York, NY

MAY

Tuesday 10
The Boston Hot Pink Party
The Museum of Fine Arts, Boston, MA

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