

# The Breast Cancer Research Foundation<sup>®</sup> Founded 1993

# Winter 2007 PINK PRESS<sup>®</sup>

## *A Message from Evelyn Lauder, Founder and Chairman*

What an exciting year 2006 was for The Breast Cancer Research Foundation. Because of your generous donations and support we were able to award more research grants than ever before. By the end of 2006 we had cumulatively raised \$150 million; our Annual Symposium and Luncheon attracted its largest audience to date; and I published my first cookbook, *IN GREAT TASTE*.

Our BCRF scientists are working together on every level to build upon their individual discoveries and to find new synergies to advance research. We have announced a BCRF initiative that will create an online network for enhancing collaboration and communication among researchers. As our Scientific Director, Dr. Larry Norton, said, "We are going to create an electronic environment that will connect BCRF grantees in ways that will advance the whole field, that will build bridges and create more opportunities for finding cures."

Another extremely important example of large-scale mutual cooperation is the Breast Cancer Research Consortium, towards which BCRF has committed over \$1.7 million since its establishment in 2005. The

Consortium brings together investigators at 13 of the world's leading medical research institutions to conceive, plan, and carry out new clinical trials in an efficient way.



Photo: Julie Starratt

Private support in the form of seed funding for promising yet untried new ideas has become even more essential during this time of reduced federal research support, when only 6% to 8% of meritorious, peer-reviewed proposals are being approved for funding by the National Institutes of Health (NIH). These cutbacks have escalated to the point that scientists are struggling to initiate or even sustain projects. This is why we are relying on you to maintain your generous support so that our gifted researchers can continue their life-saving work.

We must persist and continue to pursue what we all believe is attainable in our lifetime—a world without breast cancer. Together we can make 2007 another exciting year for BCRF.



Marisa Acocella Marchetto

**BCRF Humanitarian Award recipient Marisa Acocella Marchetto designed this empowering image for the Annual Symposium and Awards Luncheon invitation. Read more about BCRF's Symposium and Luncheon on page 2.**

## symposium and luncheon



Liz Robbins and Ann Dexter-Jones



Dr. Nancy Davidson, Dr. Gabriel Hortobagyi, Myra Biblowit, Dr. Larry Norton, Dr. Peter Greenwald, Peg Mastrianni

At the Annual Symposium and Awards Luncheon of The Breast Cancer Research Foundation on October 17th, the scene backstage was just as moving and emotional as the presentations on-stage. In Manhattan's Waldorf=Astoria Hotel, Humanitarian Award recipient Marisa Acocella Marchetto, spent time before the event exchanging words of encouragement and hope with fellow breast cancer survivor and presenter Sheryl Crow, while Dr. Larry Norton could not escape the throng of well-wishers congratulating him for being named this year's Jill Rose Award recipient.

Marchetto and Norton were not the only ones celebrating. BCRF and its 1,100 guests raised \$2 million at this afternoon event. The Foundation awarded \$24.3 million in grants to 115 of the world's best researchers. The staggering amounts of money and grantees were the highest in the Foundation's 13 year history. During the awards presentation, despite a request to hold applause from hosts Evelyn

Lauder, BCRF's Founder and Chairman, and René Syler, television personality, the audience could not help but cheer as each researcher accepted their grant. It was a fitting reception for a group of stellar scientists "whose talent, dedication and brilliance offers the hope, indeed the promise, that research today saves lives tomorrow," said Lauder.

Before the Luncheon, guests attended a panel discussion about the latest advances in stem cell research entitled *Finding and Attacking Breast Cancer Stem Cells: Pulling out Cancer by Its Roots*. The Symposium was followed by a menu of healthy and delicious dishes found in Lauder's new cookbook, *IN GREAT TASTE: Fresh, Simple Recipes for Eating and Living Well* and then the awards ceremony commenced.

The Jill Rose Award for distinguished scientific achievement was presented by First Lady of New York State Libby Pataki, and the family of the late Jill Rose—Marshall Rose;

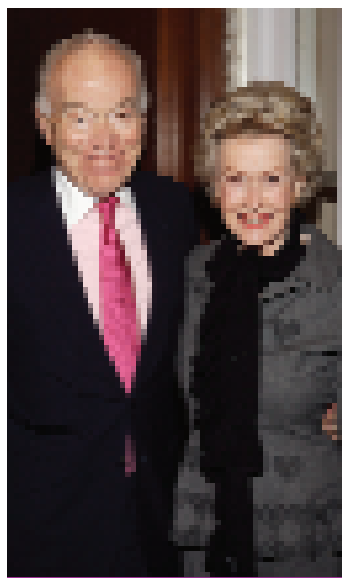


Photo Credit: Julie Skarratt

Anne Eisenhower Flöttl, Veronica Hearst, Jackie Weld Drake



Muriel Siebert and Renee Steinberg



Leonard Lauder and Dina Merrill Hartley



Gail Hilson and Eleanora Kennedy



Wendi Rose, Marshall Rose, Dr. Larry Norton, Barbara Lembo Ripps

Wendi Rose, daughter of Jill and Marshall, and Jill's sister, Barbara Lembo Ripps—to Dr. Larry Norton, BCRF's Scientific Director who has guided its grantmaking since 1993. Pataki noted that it was a privilege for her to mark the moment when the Rose Family honors the research that has made advances against breast cancer, and indeed all cancers. This year's Award to Dr. Norton pays tribute to the Medical Advisory Board that leads the Foundation by citing him, as the leader of that team. Norton explained that this prize would be donated to BCRF to fund an innovative web portal designed to connect BCRF-funded researchers all over the world.

Delightful and talented cartoonist, Marisa Acocella Marchetto received the Humanitarian Award in recognition of her personal experience with breast cancer and her inspiring, witty cartoon series and book, *CANCER VIXEN*. In presenting the award Sheryl Crow admired how Marchetto uses



Cindi Leive, Marisa Acocella Marchetto, Evelyn Lauder, Sheryl Crow

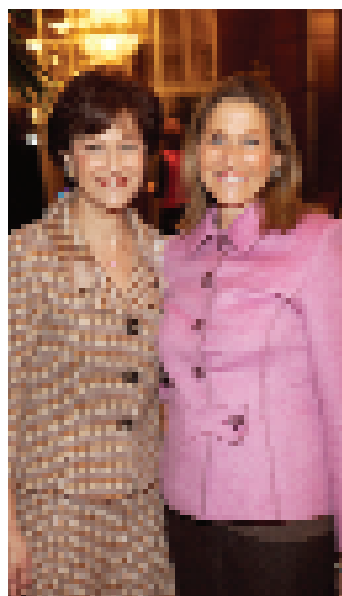
her art “to take a lighthearted approach to a frightening and life-altering experience—it is a lesson for us all.” Both Marchetto and Crow expressed their gratitude to BCRF and Evelyn Lauder for driving home the message that research is the critical component in the battle against breast cancer.

To sum up the afternoon, Norton put it best, “Let’s put ourselves out of business, and then we can still meet every year and cure something else!”

The Symposium and Luncheon were made possible by underwriters and long-time generous supporters Roche and the Sandra Taub Memorial Fund (which honors the memory of the daughter of esteemed Advisory Board member, Arlene Taub.) The Foundation also thanks co-chairmen Anne Eisenhower Flöttl, Betsy Green, Ronnie Heyman, Gail Hilson, Evelyn H. Lauder, Cynthia Lufkin, Gigi Mortimer and Elizabeth Rohatyn.



Darlene Daggett and Denise Wine



Myra Biblowit and Ronnie Heyman



Dr. Eva Andersson, Dr. Clifford Hudis, Cynthia Lufkin, Dan Lufkin

Photo: Rob Rich

## science update



Photo Credit: Paul Schneck

BCRF grantees: Dr. Robert Benezra, Dr. William Kaelin, Dr. Titia de Lange, Dr. Paul Nurse

## BREAST CANCER STEM CELLS: THE DANGEROUS MINORITY

Knowing your enemy is an important strategy in winning any battle. The breast cancer fight is no different. An elite set of cells called breast cancer stem cells are beginning to yield their biological secrets—secrets that may lead to cures. In The Breast Cancer Research Foundation's 2006 Symposium, a public forum held at the Waldorf=Astoria on October 17, the Foundation's Scientific Director Larry Norton, MD, introduced a panel of BCRF-supported scientists who lead efforts to define and understand breast cancer stem cells. "When I use the term 'breast cancer stem cell' I mean the cell that is driving the tumor, and has gained the capacity for

self-renewal through mutations that led to the cancer. These are the cells that must be eliminated if we wish to cure more women with breast cancer," said one of the panelists, Michael Clarke, MD, a scientist based at Stanford University. Clarke, along with four other top researchers including Joan Brugge, PhD, of Harvard Medical School; Jenny Chang, MD, of Baylor College of Medicine; Marc Lippman, MD, of the University of Michigan, and Geoffrey Wahl, PhD, of The Salk Institute of Medicine, helped clarify the differences between the beneficial stem cells present in the body from conception through adulthood, and the tumor-driving, self-renewing cells that are more stealthy than the majority of cells that make up breast cancer tumors.

Though scientists and physicians, many funded by The Breast Cancer Research Foundation, have made great progress in the past 20 years turning breast cancer into a survivable disease, some cancers remain intractable. Recurrence is still a threat for many survivors. The crux of the problem may be breast cancer stem cells—their existence and role in cancer and what must be done to get them to stop fueling breast cancer. As Jenny Chang pointed out, the breast cancer field may need conventional therapies plus new ones that attack breast cancer stem cells in order to achieve a cure. Breast cancer stem cells have demonstrated their ability to resist established therapies. Chang recently initiated a clinical trial in Houston that tests the drug lapatinib as a therapy for small residual cancers in women treated for locally advanced breast cancer, with encouraging results. Lapatinib or other drugs may be able to subdue breast cancer stem cells beyond the scope of conventional chemotherapies.

Norton emphasized the fact that while breast cancer stem cells pose a problem in curing the disease, a possible benefit is that they may be the same across all or many breast cancers. Therefore, studying their basic characteristics, as Joan Brugge and Michael Clarke do, brings a potentially large payoff.

Clarke described his efforts in learning the differences between normal stem cells in the breast and the breast cancer stem cells that form via genetic mutations and aberrations in cell division. He described how the ductal system in the breast is regulated by stem cells. Clarke's foundational studies not only verify the existence of cancer stem cells, but also shed light on their hidden weaknesses—weaknesses that could be exploited by drugs designed to specifically target them.



René Syler and Dr. Larry Norton

Brugge's research focuses on understanding how oncogenes, the originating genes that drive cancer growth, control their cellular environment by avoiding death processes that eliminate abnormally proliferating cells. Her studies are critically important and expand the value of basic findings that Clarke and others are bringing to the field. Brugge has discovered that some breast cancer cells not only avoid a natural cell-clearing process called apoptosis, or programmed death, they also escape a secondary cell-clearing process called autophagy. Autophagy is triggered by metabolic deficiencies in cells that are not growing in their normal place in the architecture of the breast's duct-like glands. Scientists will be better able to target breast cancer stem cells by understanding more about how they avoid cell death.



Deborah Krulewicz, Joseph Taub,  
Myra Biblowit, Arlene Taub

Geoffrey Wahl takes a slightly different approach to breast cancer stem cells. A cell biologist interested in basic mechanisms of molecular biology, Wahl traces what happens from the time that breast stem cells are first established, in an embryonic stage, all the way to adult mammary tissue. Mapping out the normal breast tissue cells, including stem cells, from embryo to adulthood will provide a crucial natural history to the development of breast cancer stem cells and help reveal when and under what conditions the harmful cells arise.

Questions from the morning Symposium's large audience, composed predominantly of non-scientists who support breast cancer research at the Foundation's annual Awards Luncheon, spanned important topics. Among those questions were several about a type of breast cancer seen in growing numbers of women under and around age 30. Called "triple negative" breast cancer, the name means only that this is a disease that does not correspond to any one of the three known hormone receptors: ER (estrogen receptor), PR (progesterone receptor) and HER2 (human epidermal growth factor receptor). Panelist Marc Lippman studies the role of hormones in breast cancer, specifically homing in on genes that correlate with ER-associated disease. "We still don't know exactly how hormones work in breast cancer," he says. With a better understanding of the genetics behind ER-positive disease, Lippman is helping identify which patients will respond to the various

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Photo Credit: Julie Skarratt

Roche provided the crucial underwriting yet again this year for the BCRF Symposium, and its contributions in fiscal year 2006 provided funds for six BCRF research grants announced at the Awards Luncheon. Roche has distinguished itself by extraordinary generosity to BCRF, with over \$6.3 million to date since 2003. Roche's support, first announced in 2003, has been sustained at a phenomenal level each year and sets a stellar example for the industry. Pictured above are leaders of the Roche team with five of the grantees whose work is made possible this year through Roche's generosity.

Among the Roche team members are: Steven Sembler, VP for Oncology Marketing; Dr. Ute Dugan, Senior Medical Director; and Virginia Valenze, Director of Public Affairs. Also pictured are: BCRF grantees Dr. Kala Visvanathan, Dr. Funmi Olopade, Dr. Hyman Muss, Dr. Michael DiGiovanna, and Dr. Edith Perez; BCRF Scientific Director, Dr. Larry Norton, and BCRF Deputy Director, Peg Mastrianni.

endocrine therapies (also known as hormone therapies) developed in the past 10 years. Lippman's research is important because it may also help to unravel why women with non-hormone receptor cancers, like triple-negative, have poorer outcomes than those with any of the known hormone-positive diseases.

## Jill Rose Award Presented To Dr. Larry Norton For New Web Portal

In a gesture typical of Dr. Larry Norton's community-minded spirit, he accepted the Jill Rose Award on behalf of the entire Medical Advisory Board and donated the cash prize associated with the Award to the Foundation for the establishment of a new, dedicated website only accessible to BCRF grantees. The site, to be launched later in the year, provides a permanent networking mechanism for BCRF researchers. The project adds an exciting new layer to the opportunities for shared data and research collaborations already built into the Foundation's annual events. Norton described its value: "The research field can be compared to building an automobile—

one person specializes in tires, another in brakes, another in steering—but unless those specialists get together and talk and compare what they know, they're never going to build a working automobile. We are going to create an electronic environment that will connect BCRF grantees in ways that will advance the whole field, that will build bridges and create more opportunities for finding cures."



Betsy Green with BCRF grantees Dr. Judah Folkman, Dr. Kathy Miller, and Dr. Julie Gralow



Photo: Rob Rich

Attendees listened intently to the panel discussion.

## Dramatic Drop In NCI Funding Hot Topic at Annual Scientific Retreat

The scientists who attended and spoke at the October 17 public forum also participated in a half-day scientific Retreat on October 16. This five-year-old tradition, held at Memorial Sloan-Kettering Cancer Center and made possible each year since its inception by support from

## Congratulations to BCRF Researchers

BCRF Medical Advisory Board member Peter Greenwald, MD, Dr. PH, director of the division of cancer prevention at the National Cancer Institute, National Institutes of Health, recently was promoted to Rear Admiral (Upper Half, denoting two stars) by the Commissioned Corps of the U.S. Public Health Service. Dr. Greenwald still will lead NCI's cancer prevention division. As a senior ranking officer in the Public Health Service, Dr. Greenwald also is an Assistant Surgeon General and will work to meld the health research interests of the Public Health Service and the NIH.

The election of BCRF grantee Graham A. Colditz, MD, Dr. PH, to the Institute of Medicine was announced in October. Dr. Colditz recently moved from Harvard Medical School to Washington University School of Medicine in St. Louis, where he has been named the Niess-Gain Professor and associate director of Prevention and Control at the Siteman Cancer Center.



BCRF grantees: Dr. Eric Winer, Dr. Ephrat Levy-Lahad, and Dr. Martine Piccart

ingly a desperate need. Each of the speakers at the Symposium emphasized the serious plunge in government funding for cancer research. Brugge told the audience that National Cancer Institute review panels are funding only about eight percent of meritorious grants. In

other words, after a rigorous peer-reviewed weeding out process, even the worthiest of research grant proposals are being supported at inadequate levels. "An entire generation of scientists is stalled by this process," said Norton. Young researchers with excellent projects that should be pursued can't get started due to a lack of funding, he added.

BCRF Scientific Director Larry Norton spends his time at each year's Symposium touting the accomplishments of the grantees, a large group now 115-strong, and his own past and current research therefore is often downplayed. This year was different. Because his current research relates to breast cancer stem cells and because he was honored with this year's Jill Rose Award on the tenth anniversary of the award, Norton presented insights from his research at the October 16 Retreat. Known throughout the cancer field for introducing the benchmark of "dose-density" treatment methods—treatment given rapidly in larger doses, rather than spread out longer at reduced dose or in combination with other drugs—Norton with his colleague Joan Massagué currently studies the phenomenon of metastasis. In his presentation, Norton described metastasis in a new way. Some cancers, he said, appear to be "self-seeding," meaning that they are metastatic to themselves. This means that some cancers grow large in their primary site because they continuously seed the primary site, rather than exclusively seeding new sites, the prevailing way we have understood metastasis. This may be why some cancers that have metastasized are associated with faster growth in their primary site (such as some lung cancers). And, as Norton continued, self-seeding cancers, if they can be more closely identified, conform to what we think breast cancer stem cells do. Scientists may be able to halt the most pernicious aspects of breast cancer—stem cells that self-renew and defy conventional treatment and metastasis—if a link between self-seeding cancer cells and cancer stem cells is firmly established. What's more, Norton explained that by examining the relation of the periphery versus the diameter of tumors as they grow, scientists may one day be able to treat cancers by influencing the anatomic pattern of cells, rather than killing cells indiscriminately.

BCRF Advisory Board member Muriel Siebert, gives BCRF-funded scientists an opportunity to meet, learn about one another's projects and make connections that often lead to collaboration or sharing data. Scientific collaboration is not only a valuable activity in the breast cancer research field, it is increas-



Evelyn Lauder with Symposium panelists (L to R) Dr. Marc Lippman, Dr. Michael Clarke, Dr. Larry Norton, Dr. Jenny Chang, Dr. Geoffrey Wahl

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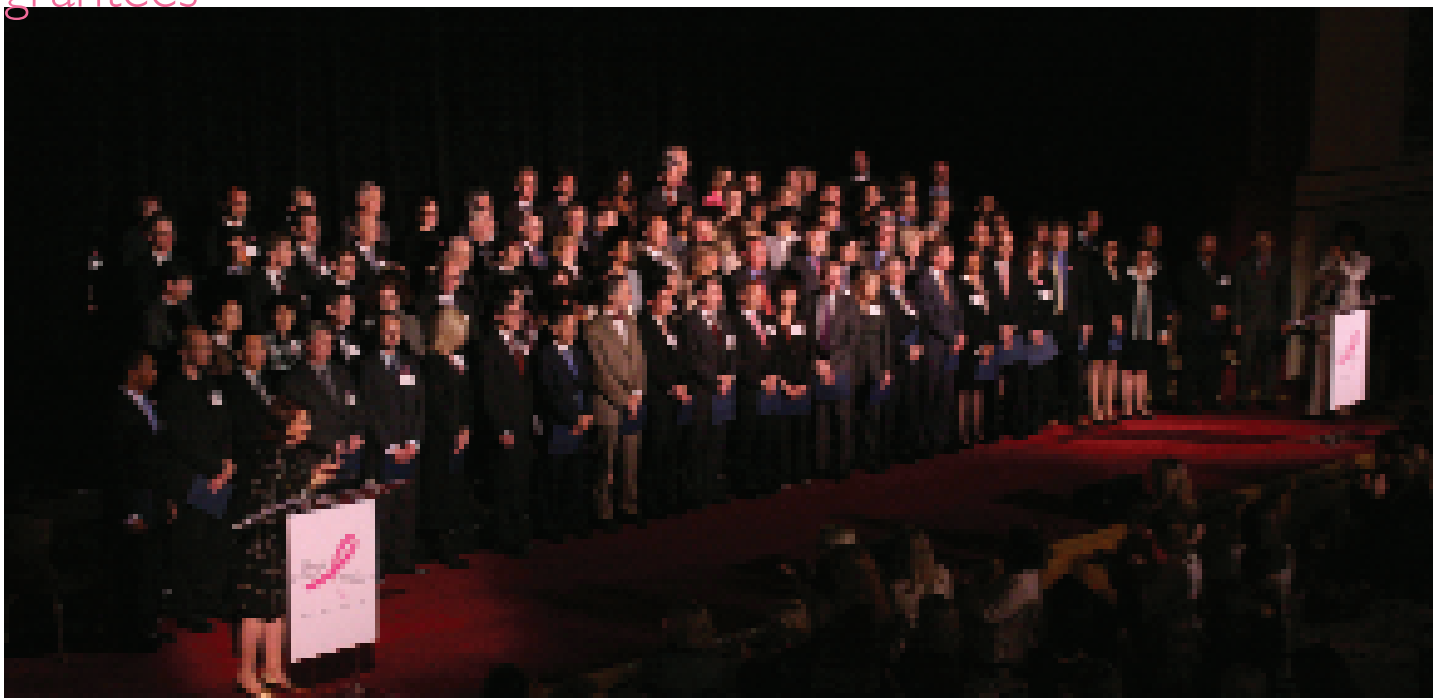
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Photo Credit: Rob Rich



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Emory University of behalf of The Breast  
Cancer Intergroup & Breast International  
Group  
Atlanta, GA

**Richard C. Zellars, MD**

Johns Hopkins University  
School of Medicine  
Baltimore, MD



## Letter From Our President

Five years ago, soon after my arrival at The Breast Cancer Research Foundation, we began to host an annual scientific Retreat (which you can read about on page 6), in conjunction with our annual Symposium and Awards Luncheon. This was facilitated by a generous gift-which has been renewed each year-from Advisory Board member Muriel Siebert, who recognized the importance of providing our scientists with a forum where they can share knowledge and build on each other's research. This year's meeting centered on a discussion of breast cancer stem cells, the tumor-driving cells whose elimination is key to solving the problem of breast cancer. BCRF received a letter from new grantee, Dr. Stephen Weiss, who beautifully summed up the importance of the retreat:

*"Having returned from my very first Breast Cancer Research Foundation meeting, I just wanted to express my deepest gratitude for all of your efforts on behalf of us all - physicians, scientists and most importantly, our patients. Your ability to galvanize such a diverse group of people to focus on a single goal is simply wondrous. All of us stand in your debt. Working together, I am hopeful that we can bring new diagnostics and treatments to the fore that will benefit all."*

Biomedical science is in the midst of a renaissance and BCRF is proud to be part of such an awakening. The only thing that stands in the way of prevention and a cure is money. Without your assistance, BCRF could not be such a leader in deploying private resources quickly and efficiently to aid mothers, daughters, sisters, and friends. Since federal research funding is on the decline, it is more important than ever to provide the opportunity for scientists to explore new hypotheses. With your support, our Medical Advisory Board will scour the globe for the best new ideas until we can guarantee that breast cancer is no longer a foe we need to fight.

Sincerely,

Myra J. Biblowit



Evelyn Lauder, Martha Stewart,  
Elizabeth Hurley

## In Great Taste

The Estée Lauder Companies' Breast Cancer Awareness Campaign kicked off with a special treat this year - the release of Evelyn Lauder's new cookbook, *IN GREAT TASTE: Fresh, Simple Recipes for Eating and Living Well*, published by Rodale Books, with a Foreword by Dr. Larry Norton. Mrs. Lauder is donating all of her book royalties to the Foundation. Her cross-country book tour included private and public book signings at Bloomingdale's, Boscov's, Holt Renfrew, Lord & Taylor, Macy's, Neiman Marcus and Saks Fifth Avenue, to name a few, and even guest spots on The Today Show and The Martha Stewart Show, where she was the executive chef in Martha's kitchen for the morning.

*IN GREAT TASTE* has raised over \$35,000 to-date. You can get your copy of *IN GREAT TASTE* at a bookstore near you, amazon.com, or rodale.com.



Bloomingdale's Chairman Michael Gould,  
Evelyn Lauder, Elizabeth Hurley



Evelyn Lauder, Elizabeth Hurley, Federated's  
Chairman Terry Lundgren at Macy's in NYC



Myra Biblowit, Boscov's Maralyn Lakin,  
Evelyn Lauder, Boscov's Ken Lakin



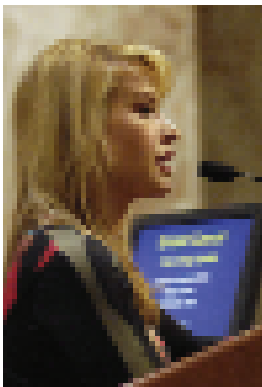
Elizabeth Hurley and Evelyn Lauder  
at Holt Renfrew in Montreal



Leonard Lauder, Evelyn Lauder, and Baldwin Gallery owner Richard Edwards

## A Beautiful Success

This summer, Evelyn Lauder's exhibition "Beauties and Other New Work" continued its tour with shows at the Arthur Ross Gallery at the University of Pennsylvania in Philadelphia in June and at the Baldwin Gallery in Aspen in July. Both exhibitions were met with great success, and photograph sales and donations brought in more than \$184,000 for BCRF. The exhibition tour was generously underwritten by The Phoenix Companies, Inc. in honor of their 50th anniversary writing insurance policies for women. Visit [www.bcrfcure.org](http://www.bcrfcure.org) for information about upcoming Evelyn Lauder photography exhibitions at the Berggruen Gallery in San Francisco, the Gagosian Gallery in Beverly Hills, and the Rhona Hoffman Gallery in Chicago this spring.



## Anastacia speaks at Mayo Women's Cancers Workshop

On October 21st, in Rochester, MN, Anastacia, the international singer/songwriter, was the keynote presenter at the Mayo Clinic Women's Cancers 2006 Weekend Workshop *Merging Science and Care*. Anastacia, who was diagnosed with breast cancer in 2003, spoke about her diagnosis and the difficult months that followed. She has channeled her energies into raising funds for research and awareness specifically focused on younger women with breast cancer by establishing the Anastacia Fund at The Breast Cancer Research Foundation.



Marvin Hamlisch

## events Boston Goes Pink for Breast Cancer

Boston wasn't just awash in pink on October 4th, it was saturated in HOT pink. BCRF honored 16 of New England's leading breast cancer researchers at The Hot Pink Piano Party held at the Four Seasons Hotel. Special guest, composer and songwriter, Marvin Hamlisch performed a rousing selection of his favorite songs from his Oscar-winning career.

Prior to the party, a mini symposium featuring four BCRF-funded researchers discussed the latest advances in preventing and curing breast cancer. An amazing \$267,000 was raised at The Hot Pink Piano Party. Thank you to co-chairmen and Advisory Board members Sandra Krakoff, Judith Schlager, and Karen Webster for a wonderful evening filled with informative conversation and show-stopping music.



Sandra Krakoff, Karen Webster, Evelyn Lauder, Judith Schlager, Dr. Larry Norton

## Luncheon in Saratoga



Margie Rotchford, Rochele Riggi, Michele Riggi, Joyce Austin



Elizabeth Valando, Carol Farmer, Marjorie Reed Gordon, Sheryl Schwartz

On August 18th, 170 guests gathered under the tent at The Reading Room for the 4th annual luncheon in Saratoga Springs, NY, underwritten by Turbine Services with additional support from Julie Bonacio. Lunch was followed by an informational discussion with Dr. Larry Norton entitled *Rapid Advances in Our Understanding and Management of Breast Cancer*. The event raised over \$114,000.

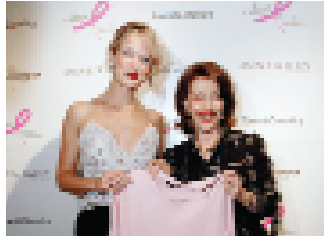
## events



Joseph and Arlene Taub organized "Slam Dunk Breast Cancer", on December 7th, highlighted by an exciting game between the NJ Nets and the Phoenix Suns. Over \$300,000 was contributed by the Taubs' many devoted friends. Duke basketball coach, Mike Krzyzewski said it well, "You can not beat an opponent of this magnitude without having a great team effort to combat it. BCRF is fortunate to have the Taubs on its team."

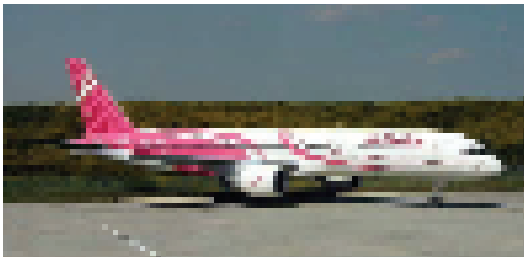


**Big Brown Bags** were filled to the brim on September 21st when Evelyn Lauder and Elizabeth Hurley spent the afternoon at Bloomingdale's 59th Street celebrating the launch of the limited-edition Big Pink Umbrella specially designed by Bloomingdale's for BCRF.



Carolyn Murphy and Evelyn Lauder admire the **Anne Klein New York** Pink Cashmere Sweater, which benefited BCRF, at Anne Klein New York's new accessory store on October 17th.

BCRF is proud to once again be the **Housewares Charity Foundation (HCF)** legacy charity. The support from the annual gala held last March in Chicago, which raised \$300,000 for the Foundation, is funding Dr. Stuart Aaronson at the Mount Sinai School of Medicine. Cumulatively HCF has raised over \$4 million for BCRF. That enormous contribution does not include the added support that has come through generous housewares members such as Conair, Salton, Lifetime Brands, Homedics and Rowenta. Photo: Eric Salus, Myra Biblowit, Gordon Segal.



**Delta Air Lines** painted a plane pink and sold pink lemonade on-

board to support BCRF. At a spectacular halftime show during the Falcons/Steelers game on October 22nd, Delta presented a \$10,000 check to BCRF in honor of the Atlanta Falcons Women's Association. You can donate SkyMiles to BCRF by visiting [www.delta.com/skywish](http://www.delta.com/skywish).



**Polaroid** helped The Estée Lauder Companies kick off Breast Cancer Awareness Month in NYC by illuminating the General Motors Building pink on September 25th. Polaroid developed a line of pink digital cameras with Elizabeth Hurley to benefit the Foundation. Tom Petters, owner of the Petters

Group and Polaroid, was so inspired by BCRF that he doubled Polaroid's donation bringing the total contribution to \$120,000.



**Shape** magazine organized the first-ever national "Pilates for Pink" program including unique classes and a special DVD. The event was a huge success garnering a contribution of over \$45,000 to-date to BCRF.

## BREAKING NEWS...

- 2006 Danskin Triathlon raises \$233,600
- Michael Kors' 2006 QVC appearance raises \$53,100
- Mamma Mia! raises over \$50,000
- Dyson raised over \$500,000

This October, millions of pink ribbons and brochures were distributed worldwide and 150 buildings and monuments around the world were illuminated pink as part of the **14th Annual Estée Lauder Companies Breast Cancer Awareness campaign**. Aveda, Bobbi Brown, Bumble and bumble, Clinique, Darphin, Donna Karan, Estée Lauder, Jo Malone, La Mer, Origins, Prescriptives, Tommy Hilfiger Toiletries and Sean John Fragrances all sold pink products to benefit BCRF. Additionally, Evelyn Lauder is donating all of her royalties from the sales of her new book, *IN GREAT TASTE*, to BCRF (see page 10). As always, the Estée Lauder Companies' dedicated employees showed their commitment by participating in the Sale-A-Bration, as well as an online auction, bake sales, raffles, walks, golf, soccer, and other sports outings.



The Estée Lauder Fourth Annual "Play for P.I.N.K." Long Island Golf Classic raised a record-breaking \$101,063. Evelyn Lauder and Myra Biblowit accepted the check from Rich Lehrer and his team.

Truly a mitzvah, three seventh grade students at the **Gideon Hausner Jewish Day School** donated their Bar/Bat Mitzvah monetary gifts to BCRF. Daniel Tirosh, Matthew Roy, and Jessica Safran presented a \$2,144 check to Laura Lauder.



More than 100 Scarsdale, NY residents came out to support BCRF on September 16th for an informal walk in memory of Patty Katz and in honor of those whose lives have been touched by breast cancer. The event raised over \$11,000.



## BCRF LEADERS COUNCIL

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## 2006: A Record-breaking Year for Play for P.I.N.K

As the 2007 season is teeing off in Florida, Play for P.I.N.K is thrilled to announce an unsurpassed number of participants, an expansion of clubs and events to over 120 in 19 states, and a historic amount of funds raised.

This phenomenal growth would not be possible without PFP's dedicated board, chairwomen, participants and of course our generous sponsors. Bloomberg, our title sponsor, underwrites all of the expenses of Play for P.I.N.K., enabling 100% of the proceeds to be donated to BCRF. The Estée Lauder Companies and Wilson Sporting Goods provide support through their contributions of gifts and merchandise. Target donated a variety of merchandise that was sold throughout the season, helping to raise the unprecedented donation.

On October 30th, PFP's board proudly presented an amazing \$2,000,000 to Evelyn Lauder and The Breast Cancer Research Foundation, bringing its total contribution to \$10 million! Over 50 guests were in attendance, including representatives from Bloomberg, Target, the PFP and BCRF's boards, and staff. Honored guests were Dr. Larry Norton, Dr. Robert Benezra, and Dr. Michael Wigler. At the presentation, Dr. Norton praised PFP:

"This extraordinary contribution is notable in many ways. We are at critical time in medical history, a time when the scientific opportunities are greater than ever coupled, paradoxically, with an actual downturn in federal support, especially clinical trials. Your contribution will help keep the momentum going, and we hope encourage others to join the fight in such a meaningful way. I am also struck by how this money was raised, by sporting events. Sports are a celebration of life and health. Using sports to help others restore and preserve their health seems to me as beautiful as it is natural. On behalf of all the scientists and physicians who are fighting breast cancer at your side, and speaking for the Medical Advisory Board, I applaud Play for P.I.N.K. for their life-saving dedication."

As a result of such significant strides, PFP is able to fund nine of BCRF's researchers including: Drs. Robert Benezra, Teresa Gilewsk, Julie Gralow, Kathryn B. Horwitz, Philip O. Livingston, Electra D. Paskett, Peggy Porter, Joyce Slingerland and Michael Wigler.

PFP thanks you for the tremendous P.I.N.K. support and looks forward to reaching new heights in 2007!

**Think P.I.N.K.** Be in the know. Visit [www.playforpink.org](http://www.playforpink.org) to find out about ongoing achievements, happenings, register for a tournament, organize a tournament, or make a donation.

### Upcoming Tournaments in Florida:

**January 12** Pine Tree, **January 18** Terravita (Arizona), **January 24** Loxahatchee, **January 25** Bear's Paw, **January 31** Boca West, **February 1** Palmira, **February 2** Windemere; Aberdeen (cards) **February 6** Gleneagles, **February 8** Boca West, **February 20** Atlantis, **February 22** Trump, **February 27** Boca Woods; Eastpointe; The Polo Club, **February 28** St. Andrews, **March 6** Addison Reserve; Ballen Isles (18 holes), **March 8** Ballen Isles (9 holes); Sailfish Point, **March 10** our annual equestrian event - The PhelpsSports.com Challenge of the Americas presented by Collecting Gaits Farm, **March 12** Broken Sound, **March 25** Bocaire, **March 29** Crown Colony



The Bailwick Club in Connecticut

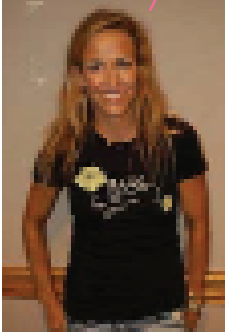


Dr. Robert Benezra, Laura Lassman, Myra Biblowit, Erana Stennett, Dr. Michael Wigler, Evelyn Lauder, Dr. Larry Norton at check presentation ceremony



Evelyn Lauder and Myra Biblowit accept a \$2 million check from the Play for P.I.N.K. board

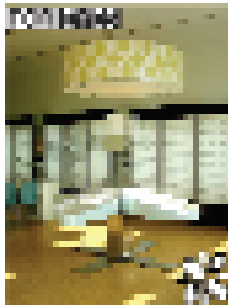
## thank you



After beating breast cancer last year, singer/songwriter **Sheryl Crow** has been doing all she can to raise money for BCRF. During her Wildflower tour this summer, Sheryl donated \$.50 from the sale of every concert ticket and 100% of the proceeds from her breast cancer t-shirt. Sheryl's efforts have generated over \$275,000.



**Coach** has raised nearly \$331,000 for BCRF from the sale of limited-edition keyfobs and watches. Dr. Silvia Formenti and Dr. Robert J. Schneider of the NYU School of Medicine are honored to be generously supported by Coach this year. Here they join David Duplantis and Mike Tucci of Coach and BCRF's Myra Biblowit.

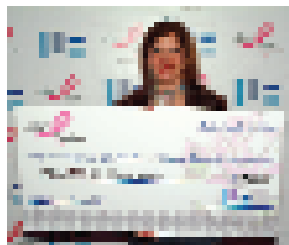


Participating designer eyeglass frames and lenses helped **For Eyes** raise more than \$40,000 for BCRF this year, making their total donation to-date over \$127,000.

## Contours Express

The Better Idea in Women's Gyms!

Thousands of **Contours Express** members rallied together this past October to raise over \$50,000 for BCRF by participating in Bunco events and a "10-5 To Save Lives" workout day. Contours Express Corporate is matching the donation bringing the total to well over \$100,000.



**LF** stores designed a special t-shirt and cap to support BCRF and have raised more than \$70,000. Robbie Finke of BCRF accepted the check at a LF fashion show last summer.



On July 25, **Northland 100% Juice Cranberry Blends** donated \$25,000 to BCRF. Robbie Finke received the check from Gordon Crane and Cary Crane of Apple & Eve.



**Phoenix Companies, Inc.** has made a staggering donation of more than \$718,000 to BCRF. In addition to underwriting Evelyn Lauder's photo exhibit, Phoenix initiated a pink ribbon premium life insurance campaign.

**Friends for a Cure**, founded by Betty and Bill Pitts of St. Louis, MO has raised over \$11,000 for BCRF to-date through its various events including boating and silent auctions.



Famed musician and Late Show with David Letterman bandleader **Paul Shaffer** competed on **Celebrity Jeopardy** on behalf of BCRF. Although he did not win, Shaffer secured a \$25,000 donation for BCRF.



## BCRF ADVISORY BOARD

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**PINK CALENDAR**

Check [www.bcrfcure.org](http://www.bcrfcure.org) under our Events section for more dates and details.

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

February 25, 2007  
Think Pink Luncheon and Polo Exhibition  
Windsor, Vero Beach, FL

March 10, 2007  
The PhelpsSports.com  
Challenge of the Americas,  
International Polo Club, Wellington, FL

March 20, 2007 - Evelyn Lauder  
Photography Exhibit, Berggruen Gallery,  
San Francisco, CA

April 12, 2007 - Evelyn Lauder Photography Exhibit,  
Gagosian Gallery, Beverly Hills, CA

April 23, 2007  
2nd Annual Bunco for Breast Cancer Tournament  
Tempe, AZ

April 24, 2007  
The Very Hot Pink Party  
The Waldorf=Astoria, New York City

May 10, 2007  
Spring Pink Luncheon  
Fenway Country Club, Scarsdale, NY

May 12, 2007  
5th Annual Bikers Against Breast Cancer Event  
Eastern, PA

May 16, 2007  
Chappaqua Cure in Our Lifetime Luncheon  
Mount Kisco Country Club, Mount Kisco, NY

May 31, 2007 - Evelyn Lauder Photography  
Exhibit, Rhona Hoffman Gallery, Chicago, IL

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