

THE BREAST CANCER RESEARCH FOUNDATION®  
PINK PRESS   
WINTER 2012

*Evelyn H. Lauder Remembered by Friends and Colleagues*

*“Her legacy will remain for decades to come and she will be missed not only by her family and friends but also by the many who have benefited from her tireless work.”*

*“She defined **style**, but she was all about **substance**.”*

*“In loving memory of Evelyn, a beautiful **guiding star**.”*

*“I know her **spirit** will continue to encourage each of you, and the world, to find the prevention and cure for breast cancer.”*

*“Sadly, it will take longer than one lifetime, but Evelyn’s **dream** has given life to so many more.”*

*“...as I pop my **pink ribbon** on my jacket, my blouse, my sweater or my dress, I’ll think of Evelyn Lauder...”*

*“A fighter to the end, she exemplified the best in human nature, **grace** and passion, intelligence and commitment, compassion and effectiveness, humor and seriousness of purpose.”*



*“I owe the continuation of my research career to Evelyn and BCRF. All that I have done, all that I will do in the field of **breast cancer research** is dedicated to her memory.”*

*“We carry her memory with us to **inspire** us to work harder and faster to try to bring an end to all cancers.”*

*“In memory of an incredible **role model** for all women.”*

*“The world of research and patients and families everywhere have lost the dear physical presence of a friend, supporter, warrior, interpreter, and nurturer; but we have not lost Evelyn’s vision, her imagination, and her belief in the power of scientific knowledge and human **compassion** to save lives.”*

*“She taught us that real **beauty** always starts inside.”*

*“Evelyn was a true **philanthropist** in every sense of the word: from her groundbreaking work with BCRF to her kindness and generosity.”*

*“Evelyn was truly a giant - the **matriarch** of a remarkable family, a true partner for Leonard, and an amazing force for good in the world.”*

*“Evelyn’s **vision** and determination in the conception and expansion of BCRF was only matched by her courage in handling her own disease.”*

*“Every year, after the BCRF event in New York, we all returned home, revitalized with the energy and enthusiasm needed to continue with our research - the important projects that BCRF supports and that would struggle or never exist without this help. Her **legacy** is embodied in two words: kindness and courage, the two essential features that characterized her life, and that should give a meaning to ours.”*

# Grantees

## ...IN THE NEWS

In October, **José Baselga, MD, PhD** was awarded an honorary degree, Doctor Honoris Causa, from the University of Valencia, Spain, in recognition of his efforts in the field of personalized cancer care.

**Lisa Carey, MD** was awarded the National Cancer Institute Director's Service Award in 2011 for her contributions to breast cancer research and care.

A leader in elucidating the connections between numerous lifestyle factors and the risk of cancer, **Graham Colditz, MBBS, MD, MPH, Dr.PH** was among four individuals and one family awarded the 2011 Medal of Honor for Cancer Control Research, the highest honor from the American Cancer Society.

The American Association for Cancer Research honored **Andrew Dannenberg, MD** in October with its Prevent Cancer Foundation Award for Excellence in Cancer Research, for his groundbreaking research demonstrating the connections between inflammation and cancer.

This fall, **Nancy E. Davidson, MD** was among 65 new members and five foreign associates elected to the Institute of Medicine, which is considered among the highest honors in the fields of health and medicine.

**Charis Eng, MD, PhD** has been named to the expert panel of the World Health Organization project, Grand Challenges in Genomics for Public Health in Developing Countries, to develop a list of priorities for genomics-based interventions for improving public health.

The Society for Translational Oncology honored **Gabriel N. Hortobagyi, MD** with its 2011 Bob Pinedo Cancer Care Prize for his life-long dedication to cancer patients and his scientific achievements.

**Clifford Hudis, MD**, Chairman of BCRF's Scientific Advisory Committee, has been elected to lead the American Society of Clinical Oncology, the professional organization representing more than 30,000 oncologists worldwide, in 2013-2014.

The 2011 Vanderbilt Prize in Biomedical Science, established at Vanderbilt University to honor women scientists who have "a stellar record of research accomplishments," was awarded to **Titia de Lange, PhD** for her research on telomeres.

**Sir Paul M. Nurse, FRS** received the 2011 Prince of Asturias Award for Communication and Humanities from Spain's Crown Prince Felipe. This award is one of eight of Spain's Asturias prizes presented each year.

**Kornelia Polyak, MD, PhD** received the Paul Marks Prize for Cancer Research, an award presented biennially by Memorial Sloan-Kettering Cancer Center to honor promising scientists under the age of 46. Winners of this prize are selected by a committee comprised of prominent cancer researchers.

### BCRF Board of Directors

Evelyn H. Lauder, *Founder, in memoriam*  
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Memorial Sloan-Kettering Cancer Center

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University of Texas  
MD Anderson Cancer Center



### Scientific Advisory Committee

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Dana-Farber Cancer Institute  
Harvard Medical School

Lajos Pusztai, MD, D.Phil  
University of Texas  
MD Anderson Cancer Center

Vered Stearns, MD  
Sidney Kimmel Comprehensive Cancer Center  
Johns Hopkins University School of Medicine



To contact BCRF: 646.497.2600 / 866 FINDACURE  
bcrf@bcrfcure.org  
www.bcrfcure.org

The Breast Cancer Research Foundation Board of Directors elected Leonard A. Lauder as Acting Chairman. Mr. Lauder succeeds his wife, Evelyn H. Lauder, who created BCRF in 1993 and chaired the Foundation until her death on November 12, 2011.

## MESSAGE FROM LEONARD A. LAUDER, ACTING CHAIRMAN

Evelyn was so very proud of The Breast Cancer Research Foundation and what it accomplished in changing the face of women's health when it came to breast cancer. Her optimism about BCRF was unparalleled, and she put her heart and soul into fighting this dreaded disease. BCRF and I will continue to fulfill her remarkable vision.

Since its inception, I have been actively involved in the Foundation, having worked beside my wife as she championed the cause. Recently, during Evelyn's illness, I often served as her spokesperson. And now, as Acting Chairman, I will keep her dream alive and honor her legacy. Evelyn's passion is my passion, and I am dedicated to finding a cure for breast cancer.

In a newsletter message to you two years ago, Evelyn wrote, "We certainly do not plan to stop now as there is still more work to be done." You can be assured that BCRF and I will not stop now and that we will carry on her work. I hope that you will be able to help us by continuing to support The Breast Cancer Research Foundation.

I look forward to seeing you at the Hot Pink Party on April 30 at the Waldorf=Astoria.

With my warmest regards,



Leonard A. Lauder



PHOTO: courtesy of The Estée Lauder Companies

## LETTER FROM OUR PRESIDENT

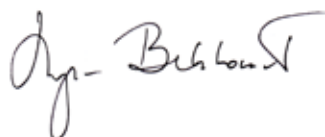
Our hearts are broken by the loss of our beloved Founder and Chairman and my dear friend, Evelyn Lauder. She was our champion, our mentor, and our shining light. Her passionate action and determination to improve the health of women and families led her to establish BCRF in 1993. Her single-minded dedication to achieving prevention and finding a cure for breast cancer never wavered. As hard as it might be to move forward without our cherished leader, The Breast Cancer Research Foundation will endure.

When I spoke to Evelyn in November, I promised her that we would carry on the Foundation's work and keep it alive. That commitment is firm. BCRF will intensify its efforts as a convener of the best and brightest researchers in the world as identified by Dr. Larry Norton and BCRF's outstanding team of Scientific Advisors. Dr. Norton began this journey with Evelyn 18 years ago with a shared vision: that the researchers selected for funding and the projects they lead are the ones with the greatest potential to eliminate this disease. Years later, BCRF has had an indelible influence on the culture of biomedical research, and the accomplishments of the scientists we have supported are enormous. As BCRF's reach and scope have grown, it is fortunate to have the wise counsel of Dr. Clifford Hudis leading the Scientific Advisory Committee, expanding the reach of Dr. Norton and the Executive Board of Scientific Advisors, and further assuring that the Foundation's dollars seed the very best new ideas.

We have come so far. We refuse to give up now. I know you share my commitment, my passion and my drive to keep Evelyn's legacy alive and thriving.

In Evelyn's honor, the **Evelyn Lauder Founder's Fund** has been established. If you wish to contribute, please visit [bcrfcure.org](http://bcrfcure.org), or you can send your donation to BCRF, 60 East 56th Street, 8th Floor, NY, NY 10022.

With your sustained support, we can turn Evelyn's dream into reality,



Myra J. Biblowit

PHOTO: Julie Skarratt

# BCRF 2012 AWARDS LUNCHEON

Despite missing Evelyn Lauder's presence, The Breast Cancer Research Foundation Awards Luncheon on October 26, drew nearly 1,200 guests to the Waldorf=Astoria in New York City to raise \$2 million. The Foundation awarded \$36.5 million in grants to 186 researchers from 13 countries around the globe. BCRF's recent fundraising success enabled the Foundation to support 11 new grants and further extend its global reach.

NBC's Chief Foreign Affairs Correspondent Andrea Mitchell opened the Awards Luncheon and spoke movingly about how breast cancer recently affected her life. "Until now, my relationship with this disease was as an advocate. But two months ago, it became personal," said Mitchell. She recounted how covering the Presidential campaign and anchoring her daily broadcast helped her to get through her difficult time. Mitchell ended on a note of optimism, saying, "because of the scientific breakthroughs BCRF made possible, millions of women like me are now able to continue living active lives despite breast cancer... doing the work we love, and fully engaging in family and community activities."

Cynthia Lufkin, BCRF Board Member and event Co-Chair, thanked everyone in the room on behalf of Evelyn Lauder. "As a breast cancer survivor myself, I am wholly committed to BCRF's mission of advancing research. In fact, without treatments

developed through BCRF, I'm not sure I would be speaking to you now," said Lufkin. She turned the program over to BCRF's Scientific Director Larry Norton, MD, who presented the Jill Rose Award to Mina Bissell, PhD. The award, which recognizes biomedical research excellence, acknowledged Dr. Bissell's work on the relationship between cancer biology and the three-dimensional structure of cells and tissues.

BCRF President Myra Biblowit then set the stage for the presentation of the Sandra Taub Humanitarian Award, named in memory of the daughter of BCRF's beloved supporters, Arlene and Joseph Taub. Ken Chenault, CEO of American Express, presented the Humanitarian Award to Richard Anderson, CEO of Delta Air Lines, for his leadership in heightening awareness of breast cancer among his employees and customers around the globe. Since 2005, Delta has "taken the message to the skies" with its Pink Plane, named "Flight for the Fight," and raised more than \$3.5 million for the cause through sales of pink lemonade; Sky Club, Duty Free, and on-board promotions; merchandise sold on [deltashop.com](http://deltashop.com); and employee fundraising initiatives. Anderson proudly accepted the award "not for myself," but on behalf of the 80,000 Delta employees worldwide. Anderson said, "losing both parents and a sister to cancer by the time I was 21 motivated me to help find a cure for breast cancer."

PHOTO: Julie Skarratt



KINGA LAMPERT, MYRA BIBLOWIT, HODA KOTB, AND KRIS FUCHS



ELEANORA KENNEDY AND JANE LAUDER

PHOTO: Julie Skarratt



LEONARD LAUDER AND ANDREA MITCHELL

PHOTO: Julie Skarratt



FRONT ROW L-R:  
WENDI ROSE AND DR. CLIFFORD HUDIS  
BACK ROW L-R:  
DRS. LARRY NORTON AND MINA BISSELL;  
MARSHALL ROSE

PHOTO: Julie Skarratt



JO CAROLE LAUDER AND AERIN LAUDER

PHOTO: Julie Skarratt



PAULA ZAHN AND WILLIAM LAUDER



MARY-ANN AND FABRIZIO FREDA

The Symposium and Awards Luncheon was made possible by underwriters Roz and Les Goldstein, Evelyn and Leonard Lauder, Delta Air Lines, and Terry and Katie Wheatley of Tough Enough to Wear Pink. The Foundation also thanks Co-Chairmen Roberta Amon, Anne H. Bass, Susan Payson Burke, Marjorie Reed Gordon, Betsy S. Green, Joanne de Guardiola, Ronnie Heyman, Gail Hilson, Evelyn H. Lauder, Cynthia Lufkin, Wendi Rose, and Arlene Taub for continuing to make this event a huge success.



DELTA EMPLOYEES

PHOTO: Julie Skarratt



KEN CHENAULT AND RICHARD ANDERSON



ROZ GOLDSTEIN

PHOTO: Julie Skarratt



DR. NEAL ROSEN; ARLENE AND JOE TAUB



TORY BURCH AND GIGI MORTIMER

PHOTO: Julie Skarratt



SOMERS FARKAS AND ANNE EISENHOWER FLÖTTL

PHOTO: Julie Skarratt



AMY FINE COLLINS, MUFFIE POTTER ASTON, JOANNE DE GUARDIOLA, AND KAREN LEFRAK

PHOTO: Julie Skarratt



CYNTHIA LUFKIN AND MARISA ACOCELLA MARCHETTO

PHOTO: Julie Skarratt



DR. BARBARA PARKER, TERRY LUNDGREN; DRs. HEDVIG HRICAK, KENT OSBORNE, AND RACHEL SCHIFF



DRs. LARRY NORTON AND RACHEL HAZAN; JOE MOORE



DR. MICHAEL SPORN, TOM HIPWELL, AND DR. KAREN LIBY



KATHRYN BUFANO, DR. HYMAN MUSS, JENNIFER MAYER, PAT MARKOWITZ, JESSICA GRAHAM, JON POLLACK, AND NANCY HOGG

Unless otherwise noted, PHOTOS: Rob Rich

# BEYOND THE HEADLINES: HYPE VS. HOPE IN BREAST CANCER RESEARCH AND MANAGEMENT IN THE NEWS



PHOTO: Rob Rich

Front Row L-R: Drs. Nancy Davidson, Charles Perou, Neal Rosen, Laura Esserman, and George Sledge  
Back Row L-R: Denise Grady; Drs. Larry Norton, and Clifford Hudis

On October 26, more than 800 guests joined moderator Denise Grady, *The New York Times* Health and Science Reporter, at the Waldorf=Astoria for the 2011 Breast Cancer Research Foundation Symposium. The Symposium panel, reflecting the diversity of BCRF-funded investigations, was comprised of **Nancy Davidson, MD** (University of Pittsburgh), **Laura Esserman, MD, MBA** (University of California, San Francisco), **Charles M. Perou, PhD** (University of North Carolina, Chapel Hill), **Neal Rosen, MD, PhD** (Memorial Sloan-Kettering Cancer Center), and **George W. Sledge, Jr., MD** (Indiana University School of Medicine).

BCRF Scientific Director **Larry Norton, MD** (MSKCC) introduced the proceedings and acknowledged that Denise Grady's expert guidance would help to reconcile the seemingly contradictory information from mass media versus scientific sources. "Performing surgery" on the panelists' responses to her questions, Grady led a dynamic conversation among panelists and the audience.

With over 230,000 new cases of invasive breast cancer diagnosed in the US each year, Grady opened the discussion asking about means of breast cancer prevention, in addition to extreme ones such as prophylactic surgery.

"The simple answer is: yes, prevention is possible," said Dr. Davidson, who also pointed out the availability of over a decade's worth of data from preclinical and clinical studies on breast cancer prevention and risk assessment. Currently, there are two FDA-approved drugs for prevention: tamoxifen and raloxifene. Exemestane, a third drug commonly used in cancer treatment, was reported in June 2011 to reduce risk of recurrence by about 50 percent in a group of high-risk women, a rate comparable to the two approved interventions.

Addressing the issue of breast cancer risk, Dr. Davidson mentioned tools such as the Gail Breast Cancer Risk Assessment Model as ways for individuals to calculate risk of breast cancer based on body mass index, family history of cancer, and BRCA status. Dr. Esserman encouraged the development of a more comprehensive assessment tool that takes into account lifestyle factors, such as hormone replacement usage and alcohol consumption.

Using cardiology as an example, the panelists pointed out the success achieved in heart disease prevention through educating patients about blood pressure and cholesterol. Dr. Sledge also noted the urgently needed training of generalists on options for breast cancer prevention, just as cholesterol-lowering drugs are frequently prescribed by primary care physicians as well as by cardiologists.

Grady then began to unravel the relationship between the breast cancer subtypes and targeted therapies. Dr. Perou, recognized for his research which led to the identification of these subtypes, answered that when the biology of cancer tumors is better understood, then these diseases become more "predictable." In turn, this knowledge can lead to finding genes or cellular processes that drive cancer growth so that new clinical interventions can be developed.

Dr. Rosen elaborated by explaining that "targeted therapies" is a short-hand term for drugs that were developed to counteract or intervene with cellular changes caused by a particular genetic mutation or a specific cellular process that is driving the growth of cancer. He used the example of the ALK gene inhibitor in lung cancer treatment. In breast cancer, the PI3kinase pathway is frequently activated by HER2 and estrogen receptors; as a result, specific drugs and diagnostic tools have been developed.

In terms of diagnostic tools that can determine the aggressiveness and prognosis of breast cancers, Dr. Perou spoke of several genetic tests that have already been developed. He explained that scientists are now beginning to create tools that can detect specific genetic mutations, not just genes, to determine prognosis and, more importantly, what targeted therapy(ies) may be most effective.

Collectively, the panelists expressed optimism about the direction of current clinical treatment and prevention, which seeks to combine therapies to maximize benefits to patients but limit negative side effects. The panelists also explored the scientific basis of how factors such as post-menopausal weight gain, exercise, and alcohol consumption could influence one's breast cancer

risk. They drew from the expertise of BCRF investigators in attendance, such as **Patricia Ganz, MD** (UCLA), and **Pamela Goodwin, MD** (University of Toronto, Mount Sinai Hospital), who study the effects of obesity and weight loss on breast cancer recurrence. The panelists also noted that even though there is widespread focus on environmental factors, such as ubiquitous use of plastic and presence of hormones in meat, there has not been definitive scientific proof linking such factors to breast cancer development.

Grady ended the Symposium by asking each panelist to express the one question he or she would like to be answered in the short-term. All focused on the need for more effective tools for breast cancer diagnosis, prognosis, and treatment. Thanking Denise Grady and the panelists for sharing their expertise and their passion for breast cancer research, BCRF Scientific Advisory Committee Chairman **Clifford Hudis, MD** (MSKCC) closed the 2011 Symposium with an animated question and answer session. The eagerness of the audience's questions and their heartfelt comments demonstrated how the breast cancer story is one that permeates too many lives.

## RESEARCH RETREAT FOR GRANTEES

The afternoon preceding the Symposium, 147 BCRF-funded investigators gathered at Memorial Sloan-Kettering Cancer Center for their highly anticipated annual "retreat" at which new research findings on particular topics and new ideas for collaboration are presented and discussed. The 2011 event, underwritten for the tenth year by BCRF Advisory Board member Muriel Siebert, featured pairs of experts debating specific topics. Organized by BCRF's Scientific Advisors at their strategic planning meeting in August, the panels initiated conversations among grantees on controversial topics intended to stimulate new research inquiries and collaborations.



Drs. Hedvig Hricak, Nancy Lin, and Edith Perez

PHOTOS: Rob Rich

After welcoming the grantees, Dr. Norton highlighted the hot issues to be debated. The first session focused on cancer stem cells in terms of what they are and what they mean in breast cancer care. **Max Wicha, MD** (University of Michigan) presented on how cancer stem cells impact the effectiveness of trastuzumab (Herceptin®) for women with primary or metastatic breast cancer that has an excess of HER2 proteins (a.k.a. HER2+ breast cancer). **Kornelia Polyak, PhD** (Dana-Farber Cancer Institute) posited that the heterogeneity of cancer cells within one tumor and the tumor microenvironment may be the main factors limiting the effectiveness of breast cancer therapies. BCRF Executive Board of Scientific Advisors member, **Gabriel Hortobagyi, MD, FACP** (University of Texas MD Anderson Cancer Center) moderated a lively discussion.



Drs. Eduardo Cazap and John Forbes

Addressing the issue of breast cancer prevention, BCRF Scientific Advisor **Peter Greenwald, MD, Dr.PH** (National Cancer Institute) led the portion of the program that deliberated on lifestyle and/or medicinal approaches. First presenter **Graham A. Colditz, MD, Dr.PH** (Washington University School of Medicine) shared findings from his extensive studies highlighting the importance of adolescent lifestyle (diet and exercise) in breast cancer development in later life. **Carol J. Fabian, MD** (University of Kansas Medical Center) spoke about her current research examining the possible use of "nutriceuticals," defined as "vitamin, food, or food component used for medicinal purposes" as prevention agents for women at high-risk of developing breast cancer.

The third session, moderated by Dr. Hudis, zeroed in on the topic of obesity in relation to breast cancer. **Walter C. Willett, MD, Dr.PH** (Harvard School of Public Health) directed the audience's attention towards the impact of weight loss and weight gain on breast cancer risk in post-menopausal women. **Andrew J. Dannenberg, MD** (Weill Cornell Medical College) delved into the biological basis linking obesity, inflammation, and breast cancer formation.



Drs. Tan Ince and Andrea Richardson



Drs. Govind Ragupathi and Teresa Gilewski

BCRF investigators were also treated to a presentation with a provocative title of "Why don't we get more cancer?" by the 2011 Jill Rose Award recipient, **Mina J. Bissell, PhD** (Lawrence Berkeley National Laboratory), internationally recognized for her seminal research examining the role of tumor microenvironment in cancer development. Dr. Bissell ended her talk by encouraging young investigators and "passionate old" alike to pursue their research interests.

# Q & A WITH DR. JOSÉ BASELGA

*Associate Director  
Chief of Hematology/Oncology  
Bruce A. Chabner Chair in Hematology/Oncology  
Massachusetts General Hospital Cancer Center*



**Q: Tell us about yourself as a scientist and how you became interested in breast cancer research. Did you ever seriously consider another kind of career than that of the sciences?**

I am a third-generation physician. My dad was a doctor, my mom is a nurse, and my sister is a doctor, so medicine always surrounded me. From very early on, I felt a sense of “destiny” that I was going to become a physician myself. Frankly, I never thought there was going to be any life outside of medicine.

Now, how I came to breast cancer research is an interesting story. I wanted to do oncology. I felt that the field was challenging, and that things were going to happen in oncology. When I was in my early 20’s, oncogenes, or cancer genes, were identified, and it was clear that cancer care would change for the better. I was a fellow at Memorial Sloan-Kettering Cancer Center and worked in the lab of Dr. John Mendelsohn, (who since went on to lead MD Anderson Cancer Center and was a BCRF grantee until his retirement). At the time, we were beginning to work with the first anti-HER2 breast cancer therapies, to treat HER2-positive (HER2+) breast cancer.

As a fellow, I helped to conduct the first clinical trials on what later would become Herceptin® (trastuzumab). I saw with my own eyes the first responses of patients with advanced HER2+ breast cancer to trastuzumab. It was a magical moment. It was clear that this drug was going to help many people. At the same time, and this is critically important, a prestigious breast oncologist joined Memorial to lead the breast cancer group. His name is Larry Norton. I became one of his first fellows.

**Briefly describe your BCRF-funded research project. What are some laboratory and/or clinical experiences that inspired your work? What are your primary goals for this research?**

We have learned that the limiting step of any cancer therapy is resistance. When we apply a new therapy, patients either do not respond from the very beginning or initially benefit from the therapy but eventually develop resistance. With BCRF support, my group had previously identified that mutations in the PIK3A gene were responsible for resistance to anti-HER2 therapies. This information has allowed researchers to develop novel drugs, called mTOR inhibitors, which target the PIK3A gene pathway.

In our current project, we thought, let’s get ahead of the game and identify from the get-go the mechanisms of resistance to therapies. Our idea was that if we could identify these mechanisms now, we could probably develop strategies upfront that would prevent resistance. Specifically, we are using combinatorial approaches that is, a treatment “package” of more than one therapy, as a way to target the cellular pathways involved in resistance. The validity of our idea was first tested and confirmed in the lab and then transferred to the clinical setting. This work culminated in several studies, two of which were reported in December at the 2011 San Antonio Breast Cancer Symposium, the world’s largest annual breast cancer meeting, and published in the *New England Journal of Medicine*. These two studies, named BOLERO-II and CLEOPATRA, were large-scale international clinical trials examining the efficacy of combining existing medicine with new agents for women with metastatic breast cancers. *Read more about BOLERO-II and CLEOPATRA at [www.bcrfcure.org/action\\_scnews\\_sabcsnewsalert11.html](http://www.bcrfcure.org/action_scnews_sabcsnewsalert11.html)*

**Are there specific scientific developments and/or technologies that have made your work possible? What additional advances can help to enhance your progress?**

Since our BCRF grant was approved, something very remarkable has occurred – our scientific theory was validated in clinical practice through clinical trials. Based on earlier studies funded in part by BCRF, we were able to design and develop clinical trials of existing therapies to see if various combinations of them would produce improved results for patients. Through BOLERO-II and CLEOPATRA, we have shown new treatment options for women with advanced hormone receptor positive (HR+) and HER2+ breast cancers.

A few months ago, the question was if combinatorial therapy would be useful. As predicted, it was, and our data demonstrated that. The next development would be a long-term study of women in these studies. In addition to effectively managing these cases of metastatic breast cancer, we want to minimize any negative side effects that may result from therapies.

Also, our project has become even more important, because we now face the challenge of identifying ahead of time who will benefit from these combinatory therapies. Our research focus has shifted towards answering that question. *To read Dr. Baselga’s interview in its entirety, please visit [www.bcrfcure.org/action\\_meetres\\_baselga.html](http://www.bcrfcure.org/action_meetres_baselga.html)*

# REPORT OF THE 2011 ASCO Breast Cancer Symposium

SAN FRANCISCO, CA, SEPTEMBER 8 – 10, 2011

The annual ASCO (American Society of Clinical Oncology) Breast Cancer Symposium brought together more than 1,000 medical professionals from around the world to present and discuss the latest translational and clinical research. Lively presentations and discussions were on multidisciplinary topics including breast cancer prevention, detection and screening, breast-conserving local therapy, radiotherapy, and healthcare policy. BCRF grantees and BCRF-supported research were featured prominently throughout the Symposium.

New BCRF grantee, **Seema A. Khan, MD, MPH** (Northwestern University), provided a succinct overview of prevention strategies for women at risk for the development of breast cancer. For premenopausal women at high risk for non-inherited breast cancer, tamoxifen is preferred. In postmenopausal women, exemestane and raloxifene are options in the absence and presence of osteoporosis, respectively; tamoxifen is favored only in women who have undergone a hysterectomy and who are at risk for osteoporosis. Dr. Khan reported that for BRCA1/2 mutation carriers, both prophylactic mastectomy and removal of the ovaries are effective for reducing breast cancer and ovarian risk. For women who are not BRCA1/2 carriers, prophylactic mastectomy may be appropriate for select patients at very high risk.

Of note to many healthy women, data from a University of Calgary study suggest that physical activity—particularly longer-duration, lifetime activity of at least moderate intensity (6.5 hours per week)—reduces breast cancer risk by up to 25 percent. This is consistent with a growing body of evidence linking calorie consumption and obesity to cancer risk, as well as clinical trials on the use of metformin, an inexpensive and widely used drug for diabetes, as a preventive agent for breast cancer. Several of these investigations were initiated by BCRF funding.

The meeting also focused on issues faced by women who have been successfully treated for breast cancer. **Patricia A. Ganz, MD** (University of California, Los Angeles), whose pioneering work on quality of life has brought survivorship issues to focus, gave an overview of the challenges in delivering care to the more than 2.5 million breast cancer survivors in the US alone. She noted that opportunities for intervention may be missed because many survivors are unaware of their risk of developing cognitive and other treatment-related issues. Opportunities for comprehensive and coordinated care can be lost, as breast cancer treatments vary and usually occur in

isolation from primary health care delivery. The key approaches in survivorship care, according to Dr. Ganz, are palliation of symptoms, health promotion, and prevention of recurrence. **Bruce Haffty, MD** (University of Medicine and Dentistry of New Jersey), described his own academic medical center's comprehensive survivorship program as an example.

**Bryan P. Schneider, MD** (Indiana University) reported results from a clinical trial of over 4,500 patients with early stage breast cancer treated with adjuvant, or post-operative, chemotherapy including a taxane and followed for eight years. This study examined the relationship between toxicity, nerve damage called “neuropathy”—which is experienced by more than 55% of patients who receive taxanes—and outcomes. Given the lack of association between neuropathy and outcome, Dr. Schneider reported that he and his colleagues will now work to validate several normal gene variations, called “polymorphisms” that can predict protection against neuropathy. **William J. Gradishar, MD** (Northwestern University), discussed Dr. Schneider's presentation and related ones focused on neuropathy. While several protective agents have been tested, none so far have proven to be effective; therefore, Dr. Schneider's planned research may be critical.

**Edith A. Perez, MD** (Mayo Clinic) reported on several published and ongoing studies to clarify issues regarding the use of HER2-targeted therapy in clinical practice: 1) how to select appropriate patients for HER2 therapy, 2) how to optimally apply trastuzumab in the adjuvant setting, and 3) how to use anti-HER2 therapy in advanced (metastatic) disease. Dr. Perez provided interim data from the global clinical trial (ALTTO), comparing adjuvant trastuzumab and lapatinib and their combined use. The findings show that single-agent lapatinib appears to be inferior to single-agent trastuzumab with regard to disease-free survival. This trial is ongoing.

In the meeting's final session, **Julie R. Gralow, MD** (University of Washington), reviewed the potential roles of agents preventing bone loss during breast cancer treatment. Denosumab and several bisphosphonates (e.g. zoledronic acid and pamidronate) have been approved for reducing skeletal-related complications in patients with bone metastases. In addition to preserving bone mineral density, published results now suggest that adjuvant bone-targeted therapy may also inhibit breast cancer recurrence. Several studies are ongoing to better understand the potential use of bone-targeted agents.

# 2011 - 2012 Grantees

PHOTO: Rob Rich



**Albert Einstein College of Medicine  
New York, NY**

**Rachel Hazan, PhD**  
The First Step Award, made possible by QVC & Fashion Footwear Charitable Foundation  
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## WHERE DO BCRF DOLLARS GO?

# FINDING THE CURE

*This is the second in a two-part series of articles describing the impact on breast cancer research and treatment that your donations to BCRF have made possible.*

The ultimate goal of any breast cancer research is cure and prevention. As the scope of BCRF funding has expanded, we have organized our projects dedicated to “Finding the Cure” into four main areas: **Clinical Innovations, Staying Healthy, Clinical Trials, and Path towards Personalized Medicine**, which is defined by the National Cancer Institute as “a form of medicine that uses information about a person’s genes, proteins, and environment to prevent, diagnose, and treat disease.” While individualizing treatment has always been a goal in medical care, scientific technology has finally caught up to make that objective more attainable than ever before. “Finding the Cure” studies, in conjunction with the group of BCRF projects dedicated to “Finding the Cause,” will help us achieve the goal of eradicating breast cancer in our lifetime.

### ● CLINICAL INNOVATIONS

When a woman is diagnosed with primary breast cancer, recurrence, or metastasis, she and her doctors have many treatment options from which to choose. In addition to radiation and surgery, there are several types of systemic therapies (chemotherapies) and targeted therapies to consider. BCRF is funding a wide range of projects focused on maximizing the benefits of the existing therapies through adjusting the dosage, frequency, combination, and/or timing of various interventions. **Clinical Innovations** projects also aim to pinpoint which patients would benefit most from a specific therapy. Sometimes, oncologists discover that some patients should avoid an intervention altogether because the benefits gained are minimal compared with the negative side effects. These studies also include the development of tools for diagnosis and prognosis so that physicians are able to detect the disease and determine its subtype at the earliest point possible. An innovative component of these studies is on drug resistance, as the effectiveness of a drug or another form of intervention (e.g. radiation therapy), not only seems to differ from individual to individual but also seems to decrease in effectiveness in the same person over time. BCRF grantees are trying to find out why that happens and are developing ways to bypass resistance, making therapies effective again.

### ● STAYING HEALTHY

In March 2011, the National Cancer Institute reported that about one in every 20 adults (or 11.7 million) in the United States has survived cancer, including nearly one-fifth of all people over age 65. While these figures herald the welcome news that more people are surviving cancer today than was the case even a few years ago, they further underscore the necessity and importance of BCRF-funded efforts in the **Staying Healthy** category. Specifically, BCRF investigators are creating new tools that can help with early identification of women at high risk of recurrence or metastasis and new clinical interventions for prevention. In addition, BCRF grantees are helping breast cancer survivors recover from the myriad physical and emotional challenges brought on by cancer treatment. The side effects that breast cancer survivors face include fatigue, cognitive complaints, pain, sleep disturbance, and menopausal symptoms. These projects bring survivors’ concerns to center stage and create new methods to address them.

### ● CLINICAL TRIALS

Another important area to which BCRF research contributes is in the design and conduct of clinical trials. Clinical trials are voluntary patient studies on new therapies for primary and metastatic breast cancer, new ways of using existing treatments, and even vaccines. These trials range from preliminary to advanced studies involving participants from many parts of the world. Several cooperative groups in the US under the direction of the National Cancer Institute, and ones formed in Europe, Asia, Australia/New Zealand, Canada, and Latin America are conducting focused clinical trials on new drugs and/or treatment approaches, as well as the development of biomarkers to help physicians diagnose, monitor, and treat women at all stages of breast cancer.

### ● PATH TOWARDS PERSONALIZED MEDICINE

The decoding of the human genome came with the promise of important biological insights that would ultimately help researchers eliminate many human diseases, including cancer. However, there are many steps to complete before scientists can directly link genetic information to a cure. BCRF efforts in personalized medicine range from advancing our knowledge of tumor biology with the goal of creating targeted clinical interventions; to examining why one population with common ancestry has higher incidences of breast cancer than another; and finally to teasing out the genetic basis, if any, of why one individual benefits more from a specific drug or therapy than another. There is much to do but there is also much to look forward to in our ability to personalize, or individualize, medicine. We are proud that BCRF investigators are leading the way for the entire breast cancer community.

# PINK PROMISES

## LUNCHEON AND SYMPOSIUM



PHOTOS: Rob Rich

Dr. Clifford Hudis

On October 12, BCRF hosted the inaugural Pink Promises Luncheon & Symposium at Crest Hollow Country Club in Woodbury, NY. BCRF Advisory Board member Stephanie Ginsberg served as the event Co-Chair, along with designer Tory Burch and Emmy Award-winning actress and Long Island native Susan Lucci. **Clifford Hudis, MD** (MSKCC), Chairman of BCRF's Scientific Advisory Committee, served as keynote speaker. Over 470 guests attended this informative event, which featured a fashion showcase during the cocktail hour of select vendors, including Elisha Daniels Boutique, Glamourpuss NYC, modernstylesforlife.com, Ray Leventhal Clothing, Romi Belle Unique Personalized Gifts, and Tanger Outlet Centers. Each vendor generously donated 20 percent of all sales to BCRF.

Tory Burch kicked off the afternoon's program, welcoming guests and noting that her commitment to the breast cancer cause is heightened by the experience of members of her own family affected by the disease. She then introduced Stephanie Ginsberg, who thanked everyone who made the Luncheon possible, from the expanded Host Committee, to the event underwriters, to her dedicated Co-Chairmen. Susan Lucci spoke about how breast cancer is sure to affect many people in the room due to the high incidences of breast cancer on Long Island. Myra Biblowit confirmed that the key to overcoming this disease is through research. She commended the Long Island community for playing an active role in this fight by funding four research grants since 2010. She then turned the program over to Dr. Hudis, who discussed the progress of breast cancer research and care.

The Pink Promises Luncheon & Symposium was a huge success, raising nearly \$350,000. The event was made possible by the support of The Estée Lauder Companies Inc., Evelyn and Leonard Lauder, C.O. Bigelow, BNY Mellon, The Buller Family Foundation and Marjam Supply Company, Nathel & Nathel, Inc., Theresa and Gary Snyder, Tanger Outlet Centers, Tractenberg & Co., Tory Burch, LLC, and Duffy & Duffy.



Ian Ginsberg and Sonia Kashuk



Stephanie Ginsberg, Susan Lucci, Tory Burch, and Myra Biblowit

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# BOSTON HOT PINK

## LUNCHEON AND SYMPOSIUM



Front Row L-R: Drs. José Baselga, Monica Bertagnoli, Lewis Cantley, and Ursula Matulonis; Back Row L-R: Myra Biblowitz; Drs. Larry Norton and Clifford Hudis; Peg Mastrianni

Following the success of its Boston Hot Pink Party, The Breast Cancer Research Foundation held its inaugural Boston Hot Pink Luncheon and Symposium at the Boston Harbor Hotel on October 6. Co-Chaired by Andrea Brooks, Katherine Chapman, Kelley Doyle, Deb Hoffman and Lynda Nijensohn, this premier event honored BCRF's 27 New England grantees, who received more than \$4.3 million in research grants from the Foundation this year. Kelley Tuthill, of WCVB NewsCenter 5, welcomed all the guests and served as emcee for the Luncheon. Over \$126,000 was raised with nearly 200 people in attendance.

**Larry Norton, MD** (Memorial Sloan-Kettering Cancer Center), BCRF's Scientific Director, hosted the informative symposium entitled *Transforming Breast Cancer: How Laboratory Science Becomes Standard of Care*, and **Clifford Hudis, MD** (Memorial Sloan-Kettering Cancer Center), Chairman of BCRF's Scientific

Advisory Committee, moderated the panel discussion. The panelists, all Boston-based investigators, were **José Baselga, MD, PhD** (Massachusetts General Hospital, Harvard Medical School), **Monica M. Bertagnoli, MD** (Brigham & Women's Hospital, Harvard Medical School), **Lewis C. Cantley, PhD** (Beth Israel Deaconess Medical Center, Harvard Medical School), and **Ursula A. Matulonis, MD** (Dana-Farber Cancer Institute, Harvard Medical School).



Simone Winston and Corinne Grousbeck

The Symposium provided a "behind the scenes" look at how various components of scientific and medical research come together to create the current landscape of cancer care. The Symposium covered clinical trials, the drug development process, and advances in personalized, or individualized, cancer care. The enthusiastic question and answer session that followed gave the audience reason to be optimistic that a future free of breast cancer is achievable.



Deb Hoffman, Kelley Doyle, Lynda Nijensohn, Andrea Brooks, and Katherine Chapman



Emilie Antonetti and Kelley Tuthill

### COCKTAILS AND SHOPPING AT BROOKS BROTHERS

On October 5, Brooks Brothers, Boston Hot Pink Party underwriter, launched Breast Cancer Awareness Month in the city at their Newbury Street store with cocktails and shopping.

### BCRF Advisory Board

Arlene Adler	Roslyn Goldstein	Stacie Kiratsous	Jane Pontarelli	Erana Stennett
Roberta M. Amon	Marjorie Reed Gordon	Rochelle Kivell	Patricia Quick	Arlene Taub
Melinda Blinken	Lorna Hyde Graev	Sandra Krakoff	Lisa Quiroz	Linda Waintrup
Louise Braver	Betsy S. Green	Elyse Lacher	Katharine Rayner	Cathy Weinroth
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Rena Rowan Damone	Susan Hertog	Heather Leeds	Patricia Rosenwald	Nina Wexler
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Ute Dugan, MD, PhD	Allegra Hicks	Marisa Acocella	Suzanne Santry	Jacki Zehner
Suzanne Elson	Gail Hilson	Marchetto	Judith P. Schlager	Rhonda S. Zinner
Anne Eisenhower Flöttl	Susan B. Hirschhorn	Mary Bryant McCourt	Muriel Siebert	
Stephanie Ginsberg	Jane Hertzmark Hudis	Ellen Odoner, Esq.	Anne Sitrick	
Amy P. Goldman, PhD	Elizabeth Hurley	Mary Alice Pappas	Joanne Smith	
Barbara Goldsmith	Robin J. Kemper	Winifred Gorlin Phillips	Donna M. Stearns	



Play For P.I.N.K. presents check to BCRF



Play For P.I.N.K. Board members and researchers they are supporting in 2011-2012, with Erana Stennett from Bloomberg and Myra Biblowit (center).

## ABOUT PLAY FOR P.I.N.K.

Play for P.I.N.K. (PFP) is a large grassroots network of devoted women, men, young adults, teens, and kids organizing pink fundraisers around the country. On October 25, the PFP Board proudly presented a record-breaking check for \$3.75 million to The Breast Cancer Research Foundation, bringing its total contribution to date to \$25.75 million! PFP is currently supporting 12 BCRF-funded research projects nationwide plus one in Portugal.

This phenomenal growth would not be possible without PFP's dedicated board, chairwomen, participants, and of course its generous sponsors. **Bloomberg**, its title sponsor, underwrites all expenses, enabling 100% of the proceeds to be donated to BCRF. **The Estée Lauder Companies** and **Wilson Sporting Goods** support PFP through their contributions of gifts and merchandise.

### How to Play for P.I.N.K.

- Pick a date for your event.
- Choose any or all activities offered at your Club: golf, tennis, cards, mah jongg, swimming.
- Hold a walk, trunk show or dinner/dance at your Club.
- Organize a sporting event through your local soccer, softball, football or volleyball team.
- Contact Stephanie Hamburger, Executive Director of PFP, at [shamburg@bcrcure.org](mailto:shamburg@bcrcure.org) or 646-497-2605. She will provide you with all necessary information needed to help make your event a complete success.
- It's as easy as that! PFP even offers prizes and giveaways for each participant!

## BREAST CANCER AWARENESS KICK-OFF IN LONDON

On September 29, BCRF Advisory Board members Allegra Hicks and Elizabeth Hurley joined Myra Biblowit and BCRF corporate partner, SUITE New York, in hosting afternoon tea at Claridge's Hotel to kick-off Breast Cancer Awareness month and to celebrate the research BCRF supports in England. To date, BCRF has invested more than \$4.7 million in breast cancer research in the UK. Currently, BCRF is funding five projects, led by six distinguished researchers. Professors Ian Smith and Mitch Dowsett (The Royal Marsden Hospital/Institute of Cancer Research), who jointly hold the Elizabeth Hurley Research Award, and BCRF's newest UK grantee, Professor Jack Cuzick (Queen Mary, University of London), attended the festivities.

A reception immediately followed at the Gagosian Gallery, to view the exhibit of Evelyn Lauder's "Salon Beauties" photographs and chairs, part of SUITE New York's The Pink Swan Project and designed by Holly Fulton for Swarovski, Kelly Hoppen, and Margherita Maccapani Missoni.



Nadja Swarovski



Myra Biblowit, Kris Fuchs, Allegra Hicks, and Maria Sepulveda



Dr. Ian Smith, Elizabeth Hurley, and Dr. Mitch Dowsett



Exerior view of Gagosian Gallery

## BCRF GOLF CLASSIC

It was a sunny day of golf at the second annual BCRF Golf Classic at Liberty National in Jersey City, NJ on July 18. Over 120 guests came out to raise \$400,000 for BCRF. Attendees had the opportunity to test drive a Rolls-Royce Ghost and Phantom Drophead Coupé before golfing on this spectacular and exclusive course along the water. A cocktail reception and silent auction along with a special viewing of selections from Michael Fux's impressive luxury car collection followed with NBC broadcaster Dan Hicks hosting the awards ceremony. The success of the event was thanks to the efforts of Co-Chairmen William Lauder and Paul Fireman and host committee members Bruce Arella, Michael Berland, William Dillard II, Dan Fireman, Michael Fux, Alex Robertson, Joe Rose, Scott Tesser, Jonathan Tisch, and Dan Waintrup. Also, a special thanks to premier sponsors: Cartier, Dillard's Inc., Rolls-Royce, and Scott Tesser.



Steve Newhouse, Thomas Janover, William Lauder, Jeffrey Wilks, and Dan Waintrup



Michael Fux

PHOTOS: Michael Blanchard

## WESTCHESTER HOT PINK LUNCHEON 5TH ANNIVERSARY

The 5th Annual Westchester Hot Pink Luncheon was held on November 29 at Brae Burn Country Club. With over 200 guests in attendance, the event raised over \$250,000. The event was co-chaired by Ellen Brown, Debra Ezratty, Sheryl Kaye, Kim Meyers and Linda Plattus. Shelly Kivell, who founded this annual Luncheon in 2007, was honored for her role as a community leader and her commitment to raising awareness for breast cancer research. Shelly spoke about her dedication to breast cancer research, and the achievement of the Westchester community funding the first Westchester Women's researcher, Lyndsay Harris, MD (Yale University School of Medicine). Shelly, an active member of BCRF's Advisory Board, spoke movingly about how Evelyn Lauder had been her greatest source of inspiration.



Debbie Ezratty, Ellen Brown, Linda Plattus, Shelly Kivell, Kim Meyers, and Sheryl Kaye



Drs. Lyndsay Harris and Larry Norton

BCRF Scientific Director Larry Norton, MD "interviewed" Dr. Harris on breast cancer research efforts impacting personalized, or individualized, patient care. Several topics were discussed, including research and technological advances that have led cancer research to shift away from organ-specific studies. Until very recently, the central treatment option for cancer patients was surgery, and therefore cancer research "silos" were organized into breast, lung, colon, and so on. However, tremendous advances in the understanding of cancer cell biology have led scientists to observe the commonalities in what promotes the growth and spread of different cancers. Dr. Norton concluded that the aim is to develop new drugs effective against not just one, but several types of cancer.

## SARATOGA RACE COURSE CELEBRATES FABULOUS FILLIES DAY



On August 19, the Saratoga Race Course was awash in pink, from horses in pink saddle towels, grooms outfitted in pink jackets, and pink bunting, ribbons and flowers adorning the track. More than 250 guests attended the "Fabulous Fillies Day," to raise \$100,000 for BCRF. The centerpiece of the day-long affair was the Sizzling Hot Pink Saratoga Hat Luncheon, which was co-chaired by Joanne K. Adams of The New York Racing Association and Margie Rotchford of Saratoga Bridges. The Luncheon featured guest speaker Larry Norton, MD, who led the discussion *Breast Cancer: How We Are Winning the Race*.

Pictured: Joanne Adams, Dr. Larry Norton, Myra Biblowit, and Margie Rotchford

PHOTO: Tom Sullivan

## ANN TAYLOR AND LOFT CONTINUE TO RAISE THE PHILANTHROPIC BAR



PHOTO: Rob Rich

Front L-R: Drs. Seema Khan and Nancy Lin; Kay Krill; Drs. Graham Colditz and Johanna Joyce  
Middle L-R: Drs. Richard Zellars, Annette Stanton, Dawn Hershman, and Carol Fabian  
Back Row: Dr. Stephen Hursting

ANN INC., the parent company of Ann Taylor and LOFT, raised more than \$2.8 million for BCRF through their ANN Cares program this past October. The program included the sale of Ann Taylor Cares and LOFT Cares Cards, and limited edition products. The Ann Taylor Cares Pink Jewel Collection was a necklace and ring designed by Lisa Axelson, Head of Design for Ann Taylor. LOFT offered LOFT Cares Jewelry Collaborations with designers Rachel Leigh, Roxanne Assoulin of Lee Angel, and blogger Jessica Quirk of “What I Wore,” as well as three LOFT Cares t-shirts that represent stories of “Strength, Support, and Inspiration.”

Under the leadership of President and CEO Kay Krill, ANN INC. has continued to successfully rally its associates and customers to exceed its previous donations to the Foundation yet again. The Company is currently supporting ten research projects and its cumulative donation to BCRF totals more than \$9 million since 2005.

## ULTA BEAUTY’S “DONATE WITH A KISS” CAMPAIGN RAISES \$1.7 MILLION

On December 6, Chuck Rubin, CEO of ULTA Beauty, surprised Myra Biblowit and Robbie Franklin with a check for \$1,719,000 resulting from ULTA’s October Windows of Love - Donate with a Kiss™ campaign. The enormously successful campaign was a company-wide initiative that engaged employees and customers through “kiss” decals affixed to ULTA store windows from customer donations, limited-edition product sales, a nation-wide cut-a-thon which generated 19,787 haircuts in one day, and an employee golf outing. Emotions flowed as ULTA dedicated their efforts in memory of Evelyn Lauder, who submitted the first “kiss” for the campaign. This year’s donation represented an increase of 340% over the previous year and a cumulative donation of nearly \$2.9 million to BCRF.



PHOTO: Rob Rich

Drs. Anna Maria Storniolo and Lori Pierce; Chuck Rubin; and Dr. Susan Clare



Chuck Rubin and ULTA employees present check to Myra Biblowit



Melissa Etheridge and her Ovation PINK guitar

## HARD ROCK INTERNATIONAL 2011 PINKTOBER™

Hard Rock launched its 12th annual PINKTOBER™ Campaign featuring star-studded pink carpet events, high-energy concerts, limited-edition merchandise, and pink menu offerings at Hard Rock Cafés, Hotels, and Casinos worldwide, raising awareness and funds for the fight against breast cancer. In addition, Melissa Etheridge, Artist Ambassador to Hard Rock and breast cancer survivor, auctioned her custom Ovation pink guitar. This unique guitar sold for an astounding \$9,600, all of which was donated to BCRF. To date, Hard Rock has raised nearly \$2 million for BCRF.



PHOTO: Rob Rich

Dr. Susan Domchek, Annie Balliro, and Dr. Robert Vonderheide

## THE ESTÉE LAUDER COMPANIES' 2011 BREAST CANCER AWARENESS CAMPAIGN

In October, The Estée Lauder Companies celebrated the 19th year of its global Breast Cancer Awareness Campaign. Through the sale of special pink ribbon products across a number of their brands and countless employee fundraising and awareness activities, the Company continues to support critical life-saving breast cancer research. To date, The Estée Lauder Companies' BCA Campaign and their retail partners have cumulatively raised more than \$50 million for BCRF and distributed close to 115 million pink ribbons worldwide. In 2011-2012, their donations are fully supporting 12 BCRF-funded research grants: nine US-based and three international.



Clinique employees in Laguna Beach, CA



The Estée Lauder Companies' Sale-A-Bration Volunteers



The Estée Lauder Brand's check presentation to BCRF

PHOTO: Paul Schneck



Judy Craymer and Mayor Michael Bloomberg

## MAMMA MIA! 10TH ANNIVERSARY CELEBRATION

The global smash hit musical *MAMMA MIA!*, based on the songs of ABBA, planned a series of events in New York City leading up to the show's 10th Anniversary on Broadway last October. Over \$140,000 was raised for BCRF through several of the events, including a dance class taught by the cast at *Shape Magazine's* "Pilates for Pink+" in Union Square, a performance at the "Rock Chick Supremo Party" at Hard Rock Café Times Square, a special shopping event at DKNY Madison Avenue featuring the new "Rock Chick Supremo" tee designed by BCRF Advisory Board member Marisa Acocella Marchetto, and the October 18 performance at the Winter Garden Theater, which was the pinnacle of the Super Trouper Celebration.

That special performance was more than its usual sequin and spandex affair. Mayor Michael Bloomberg kicked off the evening by presenting a proclamation to the show's global producer and avid BCRF supporter, Judy Craymer, that declared October 18 "*MAMMA MIA! Day*." An encore took place outside the theater, followed by a celebratory fireworks show. *MAMMA MIA!* has generated nearly \$900,000 for BCRF through merchandise sales and special events.

PHOTO: Bruce Gilkas/Broadway.com

## FIAT

This year, FIAT partnered with The Breast Cancer Research Foundation to launch the first-ever FIAT 500 "Pink Ribbon" limited-edition car. For each car sold, FIAT donated \$1,000 to BCRF, raising an astonishing \$251,000!



The FIAT 500 "Pink Ribbon" car with Laura Soave, Head of FIAT North America, and FIAT employees.

## BLOOMINGDALE'S THINK PINK CAMPAIGN



PHOTO: courtesy of Bloomingdale's

Elizabeth Hurley and Michael Gould

In October, Bloomingdale's rolled out the pink carpet for its robust Think Pink campaign supporting BCRF. The retailer offered exclusive PINK products, including limited edition pink gift cards, the Little Pink Bag, and the Big Pink Umbrella, featured in their *Check Out What's Pink* book. Customers could once again participate in the popular Give Pink, Get More program and the store hosted its first annual Ready, Set, Pink! event on October 20. Shoppers nationwide visited their local store for a total pink experience, complete with music, refreshments, special guests, and fun! At the Bloomingdale's 59th Street flagship, Elizabeth Hurley, spokesperson for Estée Lauder and The Estée Lauder Companies' Breast Cancer Awareness Campaign, made a personal appearance to sign products from Estée Lauder's Pink Ribbon Collection. Additionally, Estée Lauder provided a lipstick giveaway for the first 5,000 customers, the cast of *MAMMA MIA!* treated shoppers to a musical number, and cartoonist, author and



PHOTO: Rob Rich

Drs. Michael Press and Joan Brugge; Anne Keating; Drs. Andrew Dannenberg and Titia De Lange

breast cancer survivor Marisa Acocella Marchetto exhibited her works. The 2011 Pink Campaign raised more than \$1.5 million for BCRF, bringing the retailer's year to date total to over \$2.8 million. Currently, Bloomingdale's is supporting four BCRF-funded research projects.

## COMMUNITY FUNDRAISERS



### THE PINK BOAT: [WWW.THEPINKBOAT.ORG](http://WWW.THEPINKBOAT.ORG)

Tom Watson hasn't yet started his non-stop solo voyage around the world in his pink boat, Darwind, but he has already raised nearly \$8,000 for BCRF! Tom's trip will commence on September 25, 2013 from San Francisco and will cover approximately 21,543 nautical miles. To help reach his goal of raising \$1 million for BCRF, he has already held a successful regatta. He says "the most difficult part isn't going to be the six months in the Southern Ocean, but being completely alone for the better part of a year. I take solace knowing my journey is saving lives, and like those affected by breast cancer, while I will be traveling the path alone, I will have my friends and family along for the ride."

### FIRST COMPANY PINK: HOWARD BEACH, NY

Donna Cioffi started First Company Pink in April 2010 following her own battle with breast cancer. Through her experience, she felt "in the very first moment of diagnosis we are transformed into soldiers, warriors, fighters...forced to 'choose to live.'" Blessed with the gift of a second chance, she was committed to supporting life-saving research and serving as an example of hope and possibility. First Company Pink held its premier event on November 8 at Russo's on the Bay in Howard Beach, NY. The event was a huge success with over 300 guests in attendance and raised more than \$80,000 for BCRF!



Myra Biblowit and Donna Cioffi



### FISHHAWK WOLVES BASEBALL: LITHIA, FL

In honor of Breast Cancer Awareness Month, the FishHawk Wolves Baseball Team wore pink uniforms and collected donations from their fans for every run they scored at all of their tournaments in October. Their teamwork on and off the baseball field allowed them to raise over \$1,000 for BCRF!

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## 2012 PINK CALENDAR

### FEBRUARY

#### Hot Pink Luncheon & Symposium

Monday, February 6  
The Breakers  
Palm Beach, FL

### APRIL

#### Hot Pink Party with Sir Elton John

Monday, April 30  
The Waldorf=Astoria  
New York City

### MAY

#### Boston Hot Pink Party

Thursday, May 17  
InterContinental Hotel  
Boston, MA

### JUNE

#### Fabulous Fillies Day

Friday, June 8  
Belmont Park  
Belmont, NY

### AUGUST

#### Sizzling Hot Pink Saratoga Hat Luncheon and Fabulous Fillies Day

Friday, August 17  
Saratoga Race Course  
Saratoga Springs, NY

### SEPTEMBER

#### Pink Promises Benefit

Friday, September 28  
Crest Hollow Country Club  
Woodbury, NY

### OCTOBER

#### Symposium and Annual Awards Luncheon

Tuesday, October 30  
The Waldorf=Astoria  
New York City

For more information about events, please contact  
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