

THE BREAST Cancer RESEARCH FOUNDATION®

PINK press®

Founded in 1993

WINTER 2013



Photo by: Rob Rich

Wendi Rose, Dr. Gabriel Hortobagyi, and Marshall Rose

Photo by: Julie Skarratt

Dr. Larry Norton, Leonard Lauder, Myra Biblowit, and Dr. Clifford Hudis

THE BCRF SYMPOSIUM AND LUNCHEON, late BUT Great

As Hurricane Sandy continued to gain strength, The Breast Cancer Research Foundation Annual Symposium and Luncheon, originally planned for October 30, was rescheduled. On November 27, nearly one month later, 800 guests came together at the Waldorf=Astoria in New York City to support the event, which raised over \$2.1 million; these funds will fuel rapid advances in breast cancer research.

Deborah Norville of *Inside Edition* opened the Luncheon recalling her special relationship with BCRF Founder, Evelyn Lauder, and her admiration for the organization's mission. She introduced Leonard Lauder, BCRF Acting Chairman, who spoke about his wife Evelyn's passion for BCRF. He explained how she was inspired by the Symposium and Luncheon because it showcased BCRF as an engine that propels promising research. "BCRF awarded \$40 million to 197 investigators across the globe this year," he told guests. "Evelyn would be so proud. She was determined to make resources available for the best and brightest researchers, with the goal of preventing and curing breast cancer."

Mr. Lauder introduced BCRF President, Myra Biblowit, who eloquently highlighted the Foundation's accomplishments. She reassured everyone that they were supporting the "very best breast cancer organization in the country." To date, BCRF has raised \$400 million, with 91 cents of every dollar spent by the organization directed towards breast cancer research and awareness programs. "BCRF is the only breast cancer organization to receive the highest possible rating of A+ from CharityWatch," she said.

Ms. Biblowit then acknowledged Kay Krill, President and CEO of ANN INC. Krill was named the 2012 Sandra Taub Humanitarian Award recipient. This award was created in loving memory of Sandra

Taub, beloved daughter of BCRF major donors, Arlene and Joseph Taub. Due to the storm, Krill will be formally presented with the award at the Hot Pink Party on April 17.

BCRF Scientific Director, Larry Norton, MD (Memorial Sloan-Kettering Cancer Center, MSKCC), whose vision has guided the Foundation's grant-making since 1993, introduced Gabriel Hortobagyi, MD, FACP (University of Texas MD Anderson Cancer Center) and presented him with the Jill Rose Award for outstanding research excellence. Dr. Hortobagyi was recognized for his pathbreaking contributions advancing all aspects of breast cancer science and care, his leadership in public and professional education, and his mentorship to medical professionals worldwide.

Inspiring the audience, Laura Lassman, President of Play for P.I.N.K. (PFP), took the stage and recounted the volunteer organization's success in coordinating grassroots events that generate life-saving funds for BCRF. Surrounded by PFP Board members, Lassman proudly announced that in 2012 PFP had raised a record-breaking \$4 million for BCRF.

Later in the program, BCRF Advisory Board member, Roz Goldstein, continued to deliver good news when she introduced the Text-to-Pledge program, a new and interactive way to raise funds for BCRF. Guests enthusiastically whipped out their cell phones after Mrs. Goldstein promised to match donations up to \$50,000. It was only a matter of minutes when another dedicated BCRF supporter, Meyer Grodetsky, raised his hand and pledged an on-the-spot \$50,000 donation. By the end of the Luncheon, the Text-to-Pledge program raised over \$200,000.

Last, but not least, Drs. Larry Norton and BCRF Scientific Advisory Board Chairman, Clifford Hudis (MSKCC), announced plans for the first phase of the Evelyn H. Lauder Founder's Fund project. The initiative supports research advances that have implications not only for breast cancer but also for the management of other types of cancer.



Standing: Kamie Lightburn, Maria Baum, Lisa Klein, Kim Heyman;
Seated: Stephanie Ginsberg, Gigi Mortimer, Nina Davidson, and Stacey Bronfman



Marjorie Reed Gordon



Anne Sitrick and Jamee Gregory



Kay Krill and Arlene Taub



Standing: Martha Bograd, Fari Foulon, and Annabelle Mariaca; Seated: Cece Cord, Katherine Bryan, Anne Bass, and Jorie Graham



Anne Keating and Dr. Andrew Dannenberg



Elyse Lacher



Gail Hilson



Roz Goldstein and Meyer Grodetsky



Betsy Green and Sandy Krakoff



Melinda Blinken



Somers Farkas, Muffie Potter Aston, Joanne de Guardiola, and Amy Fine Collins



Congresswoman Carolyn Maloney, Congressman Steny Hoyer, and Deborah Norville

The BCRF Symposium and Luncheon would not have been possible without dedicated co-chairs: Roberta M. Amon, Anne H. Bass, Tory Burch, Susan Payson Burke, Marjorie Reed Gordon, Betsy S. Green, Joanne de Guardiola, Ronnie F. Heyman, Gail Hilson, Laura Lauder, Cynthia Lufkin, Gigi Mortimer, Wendi Rose, and Arlene Taub. BCRF is grateful to the event's generous underwriters: ANN INC., Roz and Les Goldstein, Mary M. O'Hern, JC Penney, The Lauder Foundation: Leonard & Evelyn Lauder Fund, and Tough Enough to Wear Pink.

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Unless otherwise noted photos by: Julie Skarratt



Standing: Dr. Larry Norton, Myra Biblowit, Dr. Clifford Hudis, and Peg Mastrianni; Seated: Drs. José Baselga, Gabriel Hortobagyi, Kathy Miller, and Jedd Wolchok

2012 BCRF SYMPOSIUM TRANSMITS RESEARCH ADVANCES

President **Myra Biblowit** and Scientific Director **Larry Norton, MD** (MSKCC) welcomed a packed room of guests to the 2012 Breast Cancer Research Foundation Symposium dedicated to founder **Evelyn H. Lauder**, on November 27 at the Waldorf=Astoria. The enthusiastic turn-out for the rescheduled event was an overwhelming tribute to Lauder's efforts in empowering women through knowledge and eradicating breast cancer through scientific advances. "This Symposium was Evelyn's favorite part of the year," said Ms. Biblowit. "She loved this group of researchers, who are what BCRF is all about."

When BCRF was founded in 1993, there was a dearth of support for "high-quality science with a social consciousness," commented Dr. Norton. But thanks to the vision shared by Evelyn Lauder and BCRF supporters, the topic of this year's Symposium *Magical Wands to Make Cancer Disappear: Fantasy or the Future?* looks to be an achievable goal. "You are the ones who have made this possible," he emphasized.

BCRF Scientific Advisory Board Chairman, **Clifford Hudis, MD** (MSKCC), moderated the lively discussion, providing additional insights into the ways in which scientists are confronting complex issues. The panel, reflecting the diversity and cross disease relevance of BCRF-funded studies, included **José Baselga, MD, PhD** (MSKCC), **Gabriel Hortobagyi, MD** (University of Texas MD Anderson Cancer Center), **Kathy Miller, MD** (Indiana University), and **Jedd Wolchok, MD, PhD** (MSKCC). Each presenter briefly described his and her area of BCRF-funded research and how it is applied in the care of people with cancer.

Dr. Gabriel Hortobagyi, the 2012 Jill Rose Awardee for outstanding scientific achievement, described his current collaboration with fellow BCRF grantee, **Mien-chie Hung, PhD**, on using a normal cell's natural mechanisms to cause cancers cell to self destruct. They have developed a new therapy that delivers "internal toxins" to trigger apoptosis, or cell death, and the design precision of the delivery system is as accurate as if the toxins had been assigned zip codes. Drs. Hortobagyi and Hung are currently conducting pre-clinical studies and hope to begin the first clinical trial within the next year.

Another approach used to make cancer cells disappear is preventing the formation of tumor blood vessels, called anti-angiogenesis, as cancer growth requires a larger blood supply for nutrients, oxygen, and waste removal. **Dr. Kathy Miller**, a pioneer in the clinical development of anti-angiogenic therapy, described how the translational research process works by bridging clinical observations to laboratory studies and then back to the patient's bedside. As an expert in designing and conducting clinical trials, Dr. Miller emphasized the importance of selecting the right treatment for patients.

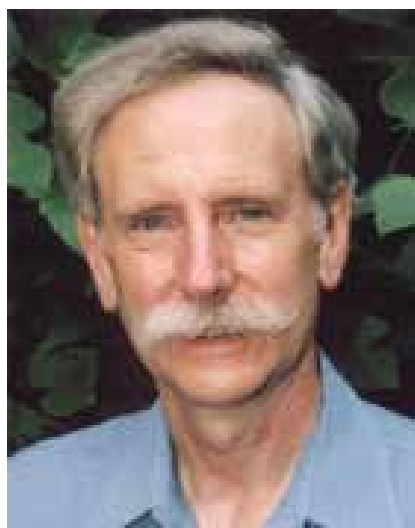
Immunotherapy has gained attention as a form of cancer treatment in addition to the standard regimen of chemotherapy, endocrine and targeted therapies, surgery and radiotherapy. Building on the scientific foundations in the development of vaccines against childhood diseases, **Dr. Jedd Wolchok** and fellow immunotherapists are trying to train the immune system to recognize cancer cells as "foreign and dangerous" and rid itself of them as it would bacteria or viruses. They have developed potential solutions to overcome this challenge in the form of a DNA vaccine, the most well-known of which is ipilimumab (Yervoy®), currently widely used in melanoma. Dr. Wolchok expects to publish results next year that includes a trial combining the novel vaccine with a freezing tumor removal technique known as cryoablation.

A noted authority on combined therapies, **Dr. José Baselga** addressed efforts to overcome resistance to therapy, which can exist from the beginning or develop over time, thus reducing the impact of once effective treatments. Focusing on HER2 positive breast cancer, Dr. Baselga spoke about the newly approved drug, everolimus, which targets mutations in HER2 that can limit the effectiveness of anti-HER2 therapies, such as trastuzumab (Herceptin®). Since sequencing technologies can detect these mutations, Dr. Baselga pointed out the opportunity to incorporate everolimus early in treatment rather than only after the patient has developed resistance.

The Symposium concluded with a riveting question and answer session illustrating the relevance of the discussion to saving lives. Dr. Norton thanked the audience and said, "We're working hard, we're smart. With your help, we're going to work faster and we are going to accomplish great things together."

Q & A WITH WALTER C. WILLETT, MD, DR.PH

Harvard Medical School
Harvard School of Public Health
Boston, Massachusetts



1. 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 trained in internal medicine at the University of Michigan but after teaching community medicine and public health in Tanzania for three years, I became interested in those fields and returned to the US to complete a doctorate in public health. There I became interested in breast cancer, a topic that was being investigated by senior faculty in our department. The challenge was to understand why rates of breast cancer were so high in Western countries; if we could understand the causes, prevention might be possible.

I started college as a physics major, but when I saw what the senior people in that field were doing, it didn't look exciting to me. So I transferred to food science and then became more interested more broadly in human health. What I've done in my career is put together a lot of these pieces -- research approaches learned in physics, understanding of diets through food science, and knowledge about human health through training in medicine and internal medicine.

2. 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?

My primary goal is to understand the causes of breast cancer and to find ways to prevent it. BCRF has been enormously helpful, especially by allowing us to begin research for which funding from traditional mechanisms, such as the National Institutes of Health, would have been difficult or not possible.

One of the most important ways in which BCRF has helped our research is by launching the Growing Up Today Study (GUTS), which enrolled girls and their brothers when they were 10-14 years of age. One of the challenges of breast cancer is that many of the risk factors seem to be operating before adulthood; this is not unique to breast cancer, but it is different than heart disease or diabetes where factors acting within a few years of diagnosis are most important. We know this from some several leads, such as the atomic bombing of Nagasaki and Hiroshima; for women over age 40, even big doses of radiation had limited effect on their breast cancer risk. However, if they were irradiated when they were children or young adults, several decades later, an increase in breast cancer risk was seen. We have to wait decades to see the full impact of environmental factors, such as radiation, on breast cancer. This long delay between the "cause" and actual initial effects on breast cancer creates some tremendous challenges for us as researchers of environmental risk factors for breast cancer.

Another challenge we face is that some environmental factors, such as exposure to pesticides, are difficult to measure. However, when we as epidemiologists talk about "environment," we usually are referring to pretty much everything except genetics. If we look at this very broad definition of environment, we have learned quite a bit about breast cancer.

GUTS is a good example of what BCRF has supported. The study members are the offspring of the participants in the Nurses' Health Study II, whom we started studying about 15 years ago. GUTS is the only large-scale study of diet and lifestyle factors in children; we enrolled about 25,000 individuals as young adolescents (10-14 years of age). We are repeatedly measuring diet, physical activity, and other activities of the participants by sending out questionnaires annually. Our main focus is to follow this generation until they develop breast cancer, which mostly is still several decades down the road, but already we've learned a lot about factors that influence breast cancer risk factors such as height, age at menarche, and benign breast disease (a precursor of breast cancer).

These studies are an "investment" that will pay off over decades, not merely the five-year window that is required by National Institutes of Health. And we've also been able to do some very interesting work looking in hormonal factors in Mongolia. Additionally, BCRF support has enabled us to pool the data from large cohort studies around the world to be able to look specifically at risk factors for estrogen receptor negative breast cancer. In many ways, BCRF has allowed us to take research directions that otherwise would not have been possible.

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

One of the most important technological advances has been modern computing. We sometimes overlook that, but the ability to collect a large amount of data and analyze it underlies every bit of our research. Modern genetic analysis, genome-wide association studies, and whole genome sequencing technologies have yet to reach their full potential in revealing information about breast cancer and our genetic makeup. In some ways, we have known all along that the non-genetic factors are the most important for breast cancer. We have clues from studies that compare breast cancer rates in different countries where there may be an eight-fold difference among them. Also we know from long-term epidemiologic studies that when people move from low-risk countries to the United States, a high-risk country, they develop high rates of breast cancer. Obviously, it was not their genetics that were changing over time. It was something about the non-genetic factors that was very important.

4. What direction(s)/trends do you see emerging in breast cancer research in the next 10 years?

Much of our research is looking at earlier periods in life. We now have added a younger cohort of women, the Nurses' Health Study II, whom we purposely enrolled as young adults, 25 to 43 of age. They have provided many new insights on factors related to breast cancer. We have collected data on their diets during high school, as well as information from their mothers, who are able to describe their pregnancies, including information on diet and breast-feeding. We are able to put together the lifetime experience pretty well for our cohort members, and much of our work will be focused on those early-life factors and the same factors operating at different periods across the lifespan.

BCRF funding has also enabled us to collect mammograms of women in Nurses' Health Study II. The mammograms allow us to look at changes in the breast well before a diagnosis of breast cancer. We are also incorporating new genetic information, gene expression and DNA methylation data. We are putting together all these pieces of what happens throughout a lifetime for the same individuals. These pieces have been looked at one at a time, but I think that it is important to incorporate all this information on the same people to get the most complete picture of the precursors of breast cancer.

Also, it is now clear that breast cancer is not a single disease, and that we are increasingly being able to define it by molecular characteristics. It is clear that different forms of breast cancer have different causes, and being able to define cases more specifically will assist our efforts to find strategies for prevention.

5. What other projects are you currently working on?

There are many different elements to the Nurses' Health studies in addition to breast cancer, such as other major health outcomes including cardiovascular disease, diabetes, dementia, and Parkinson's disease. We are learning a lot from looking at mechanisms leading to a variety of diseases and we are applying that knowledge to cancer. For example, inflammation, which is one of the underlying pathways thought to lead to breast cancer, is also implicated in heart disease, diabetes, and other cancers. Looking at only one disease at a time predates modern biology.

We are also doing a study on men, where we are examining conditions of prostate cancer and also other major cancers that occur in both men and women. Again, we gain insights from different populations. Pulling together data on diet and lifestyle from populations all around the world, which we're able to do for the first time, is turning out to be very valuable as well. So, opportunities for research at this point in time are almost endless. It's a very exciting time in science.

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

With regard to prevention, progress has been more challenging and slower for breast cancer than for diabetes and heart disease. We have identified fairly simple diet and lifestyle ways to prevent over 90% of diabetes and over 80% of heart disease. But, we know how to prevent only around about half of breast cancer. For example, avoiding weight gain during adult life, not using hormone replacement therapy, and keeping alcohol consumption quite low could prevent about 50% of breast cancer deaths that occur after menopause. We still know less about pre-menopausal breast cancer but we have found some factors that are related to risk and are avoidable, such as high consumption of meat and alcohol.

We are a long way from being able to prevent all breast cancers. And I think one of the realizations, as the result of research, has been that some of it is built into our way of life in ways that we don't want to change. For example, we know now that if women start having children immediately after the onset of menstruation and have one child every year or two, which is what traditional populations did, that would dramatically reduce breast cancer incidence. But, that would also lead to over-population, affect a woman's ability to go to school, and have many undesired consequences. Because some of the reasons for our high rates of breast cancer are due to factors that we don't want to change, I think we will probably need to use some pharmacologic means to reduce breast cancer rates to the point that it is a rare disease. For example, designer types of oral contraceptives will probably eventually play an important role in helping to reduce breast cancer risk. While we have made progress, there is still a long way to go.

7. In your opinion, how has BCRF impacted breast cancer research?

BCRF has impacted breast cancer research in many different ways. I can't begin to describe all the ways that other investigators use this support -- research on the underlying biology, early treatment, and early diagnosis are all very strongly supported by BCRF. In our own work, BCRF has been enormously important in allowing us to prepare the platform to study breast cancer from early adolescence onward. That has not yet happened anywhere else in the world, and it would not have happened in our work had it not been for BCRF.

BCRF Scientific Advisory Board

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REPORT FROM THE 35TH Annual San Antonio Breast Cancer Symposium, December 4-8, 2012

The San Antonio Breast Cancer Symposium (SABCS), co-chaired by **Carlos Arteaga, MD** (Vanderbilt-Ingram Cancer Center) and **Kent Osborne, MD** (Baylor College of Medicine), is the largest annual breast cancer meeting. Marking its 35th anniversary in 2012, SABCS is a global forum for clinical trial updates, advances in translational science, the creation of new clinical tools, and initiatives to improve survivorship care. Unique features of the meeting included a review of 2012 research highlights and special awards to individual scientists. Heavy emphasis was placed on metastatic and advanced breast cancer. **Fatima Cardoso, MD** (Champalimaud Cancer Center, Portugal) led a special session sharing the first consensus guidelines on treatment for advanced breast cancer. These guidelines were developed through an international collaboration stewarded by **Dr. Cardoso** and BCRF Scientific Director, **Larry Norton, MD** (Memorial Sloan-Kettering Cancer Center, MSKCC), among others.

Contributing over 170 of the 1,000+ posters and presentations, BCRF-funded investigators were prominent at SABCS. Notably, with 2012 described as “the year of breast cancer genomics,” ten of the eleven papers cited as exemplary contributions to basic science research were co-authored by BCRF grantees.

Selected highlights are as follows:

UPDATES FROM CLINICAL TRIALS

As clinical trials are conduits transferring research advances to the clinic, SABCS featured updates from international trials and conducted a special session focused on trial design. Among the panelists was BCRF Scientific Advisory Board Chairman, **Clifford Hudis, MD** (MSKCC), who provided useful guidelines for establishing endpoints, or outcome measures, throughout the three phases of a clinical trial. This session highlighted the need for more efficient trial designs to allow for rapid testing and approval of the many new agents now in development. This is part of a broad discussion throughout oncology about how to harness the power of digital records to lower the cost of bringing new drugs to patients.

Key clinical trials reported include:

Estrogen Receptor Positive (ER+) Breast Cancer

The highly anticipated follow-up results from the ATLAS (Adjuvant Tamoxifen - Longer Against Shorter) trial, enrolling 12,894 women, most of whom had estrogen receptor positive (ER+) breast cancer, and randomizing them to stop tamoxifen at the standard five years or continue an additional five, to ten in total. The results indicated that extending tamoxifen use from five to ten years significantly reduced disease recurrence and mortality especially in the later years. The authors' interpretation is that this suggests that tamoxifen has a carry-over effect that lasts long after women stop taking it. Also, although tamoxifen is associated with an increased risk for uterine cancer, the rate of uterine cancer mortality was low even with prolonged use.

Angelo Di Leo, MD, PhD (Hospital of Prato, Italy) reported final analysis from the CONFIRM trial comparing fulvestrant dose (500 mg vs. 250 mg) in recurrent and metastatic breast cancer. The higher dose was associated with 4.1-month increase in overall survival and with a 19% reduction in risk of death, without heightened toxicity, for postmenopausal women.

HER2-Positive Breast Cancer

Martine Piccart, MD, PhD (Breast International Group, Institut Jules Bordet) presented the median follow-up data from the HERA trial, comparing the effectiveness and safety between one vs. two years of therapy in 5,102 women with HER2-positive (HER2+) early-stage breast cancer. The longer regimen indicated improved overall survival rates among participants. Slightly more adverse cardiac events were reported in the two-year arm (7.2% vs. 4.1%), but **Dr. Piccart** noted that most cardiac events were reversible when the drug was stopped.

Further underscoring the importance of being able to identify patients who would benefit most from HER2-targeted therapies, **José Baselga, MD, PhD** (MSKCC) led a study using data from the CLEOPATRA trial, evaluating pertuzumab's effectiveness on metastatic HER2+ breast cancer, to assess biomarkers for patient selection. Focusing on the PI3K pathway—the most frequently mutated pathway in breast cancers—investigators observed that these mutations could help identify patients with poorer prognoses who might benefit from additional treatments now in development.

Triple Negative Breast Cancer

Triple negative breast cancer remains one of the biggest clinical challenges in cancer care. Although neoadjuvant, or pre-operative, chemotherapy can eliminate breast cancer in 30% of triple negative patients, researchers in the laboratory of **Dr. Carlos Arteaga** confirmed that 70% still have residual disease at the time of surgery. New genomic technologies are expected to produce additional insights that may guide therapy individualization and prognosis. Encouraging results were also reported from a novel targeted approach towards triple negative breast cancer that combines histone deacetylase (HDAC) inhibitors with a PARP inhibitor, and cisplatin.

CREATING NEW CLINICAL TOOLS

Molecular Profiling and Whole Genome Sequencing

Following the publication of Cancer Genome Atlas's first comprehensive genetic analysis of breast cancer in September, a number of presentations at SABCS emphasized how a better understanding breast cancer biology and the role of genomic (DNA) changes can improve clinical care. Two scientists instrumental in these efforts, **Charles Perou, PhD** (University of North Carolina, Chapel Hill) and **Matthew Ellis, MD, PhD** (Washington University School of Medicine), reviewed illustrations of how genomic technologies inform clinical decisions on therapy and prognostication. **Dr. Ellis** presented on the Z1031B trial, the most critical findings of which was that

tumors that do not respond to aromatase inhibitors also do not respond to chemotherapy. This unsettling observation underscores the importance of molecular characterization of these tumors to lay the groundwork for new therapeutic strategies.

At an educational session, **Antonio Wolff, MD** (Johns Hopkins) and **Lajos Pusztai, MD, DPhil** (Yale University) led a review of “The Practical Use of Molecular Profiling” and tools that can help guide clinical decisions. **Dr. Wolff** focused on earlier stage breast cancer and **Dr. Pusztai** on more advanced disease. In addition to the need to collect and analyze data on metastatic disease, an initiative that BCRF will launch with the Evelyn Lauder Founder’s Fund, they stressed the importance of developing biomarkers to guide therapy selection and find new and more effective combined therapies.

Other clinical tools highlighted in San Antonio were the use of the Oncotype DX, Ki67, and AQUA to assess disease recurrence and metastasis. BCRF-funded investigators were prominently featured in this group.

PI3K and mTOR Pathway

Following results from the BOLERO-2 trial reported last year, PI3K and mTOR pathways have attracted interest for drug development. BOLERO-2 demonstrated that combining exemestane (an aromatase inhibitor used to treat ER+ breast cancer) with an mTOR inhibitor called everolimus, more than doubled the length of time (from 3.2 months to 7.4 months) the patients’ tumors responded to treatments. **Dr. Carlos Arteaga** moderated a session on the PI3K pathway that featured BCRF grantees, **Lewis Cantley, PhD** (Weill Cornell Medical College), **Robert Schneider, PhD** (NYU School of Medicine), and **Fabrice André, MD, PhD** (Institut Gustave Roussy).

SURVIVORSHIP CARE

Today, thanks to advances in research and treatment, there are nearly three million individuals in the US who have survived diagnosis with breast cancer. **Patricia Ganz, MD** (University of California Los Angeles), who has pioneered research in cancer survivorship, reviewed studies on cognitive difficulties after cancer treatment. Sharing early results from the Mind Body Study, jointly funded by the National Cancer Institute and BCRF, Dr. Ganz reported that cognitive complaints are common after cancer treatments, especially when radiation is combined with chemotherapy. But they persist in a minority. Benefits of such interventions as cognitive training strategies to ameliorate effects were observed and point to the need for more development in this area.

Making international headlines this year was a study of over 1,200 childhood cancer survivors exposed to chest radiation during treatment, that indicated heightened risk of future breast cancer. Along similar lines, **Dr. Antonio Wolff**, reporting for the National Comprehensive Cancer Network on a study of over 21,000 early-stage breast cancer patients, assessed the risk

of myelodysplastic syndrome and/or acute myelogenous leukemia after adjuvant chemotherapy. Radiation therapy and older age at cancer diagnosis seemed to increase risk in this series as has been previously reported. This finding does not suggest diminished overall effectiveness for these established interventions but points to the continuing need for new strategies to limit risk of subsequent cancers without compromising cure in patients with early-stage breast cancer.

YEAR IN REVIEW

The 2012 SABCS concluded with a comprehensive *Year in Review* session, chaired by **Dr. Kent Osborne**. **Kathy Miller, MD** (Indiana University) summarized clinical advances. Addressing disease recurrence, she outlined the take-home messages from the ATLAS trial, where taking tamoxifen twice as long as the current recommendation significantly reduced risk of ER+ breast cancer recurrence and mortality. **Dr. Miller** also referred to the HERA and PHARE trial results where 12 months of trastuzumab remained the preferential course for HER2+ breast cancer and encouraged future studies to answer whether all, or even a subset of, patients with HER2+ disease could be spared chemotherapy. “Our future will come from trials focusing on the biology and targeting those therapies, even the cytotoxic therapies, to the patients who truly need them, sparing our patients who don’t need them or won’t benefit, based on toxicity or cost,” concluded Dr. Miller.

SPECIAL AWARDS

Annually, the San Antonio Breast Cancer Symposium recognizes five individuals for their contributions to breast cancer research and care. This year, four out of the five honorees are BCRF investigators. BCRF Scientific Advisor, **Gabriel Hortobagyi, MD, FACP** (University of Texas MD Anderson Cancer Center) was honored with the William L. McGuire Memorial Lecture Award for his outstanding achievements in shaping cancer care.

Mina Bissell, PhD (Lawrence Berkeley National Laboratory) delivered the AACR Distinguished Lectureship in Breast Cancer Research. **Hyman Muss, MD** (University of North Carolina, Chapel Hill) received the Brinker Award for Scientific Distinction in Clinical Research for his critical contributions to treatment in older breast cancer patients.

Also, **Kornelia Polyak, MD, PhD** (Dana-Farber Cancer Institute), who is noted for her contributions to breast cancer biology, received the AACR Outstanding Investigator Award for Breast Cancer Research.

Read this article in its entirety at www.bcrfcur.org/action_snews_sabcs2012.html





PLAY FOR P.I.N.K. sets MONUMENTAL FUNDRAISING RECORD

Play for P.I.N.K. (PFP) President, Laura Lassman, and its dedicated Board announced a record-breaking contribution of \$4 million to support BCRF at the Foundation's annual Luncheon in November. The extraordinary donation represents the largest individual gift made to BCRF in one given year. All funds are derived from a variety of successful events including golf, tennis, soccer, softball, and swimming tournaments in addition to card games, mahjong, and dance-a-thons – hosted by PFP volunteers across the country. These funds enable PFP to support 16 BCRF research projects within the U.S. and abroad in 2013-2014. Since 1996, PFP's total contribution to support lifesaving research is \$29.75 million.

PFP continues to donate 100 percent of proceeds to BCRF due to the generosity of Title Sponsor, **Bloomberg**, which underwrites all PFP expenses, and the unwavering kindness of **The Estée Lauder Companies** and **Wilson Sporting Goods**.

To learn how you can Play for P.I.N.K., please contact Stephanie Hamburger, PFP Executive Director, at shamburg@bcrcure.org or 646-497-2605 or visit www.playforpink.org.



Grantees in the news...

Stuart Aaronson, MD (Mount Sinai School of Medicine) is one of 24 scientists selected from 750 applicants to receive a five-year "Provocative Questions" grant from the National Cancer Institute (NCI) to explore the important questions about cancer that may have been neglected in the past.

The Damon Runyon Cancer Research Foundation named **Carey Anders, MD** (UNC Chapel Hill) one of its six new Clinical Investigators, a three-year award for outstanding early career physician-scientists conducting patient-oriented cancer research.

Longtime BCRF grantee **José Baselga, MD, PhD**, has been named Physician-in-Chief of Memorial Sloan-Kettering Cancer Center, effective January 1, 2013.

In September, **Lewis Cantley, PhD**, was appointed director of the newly established cancer center at Weill Cornell Medical College and New York-Presbyterian Hospital.

In December, **Judy Garber, MD, MPH** (Dana-Farber Cancer Institute), BCRF Scientific Advisory Board member, was appointed by President Barack Obama to a six-year term on the National Cancer Advisory Board. This 18-member committee is responsible for steering federal cancer research initiatives. Dr. Garber joins another longtime BCRF grantee,

Funmi Olopade, MD (University of Chicago), appointed in February 2011, on this prestigious board.

The von Hippel-Lindau Family Alliance honored **William Kaelin, Jr, MD** (Dana Farber Cancer Institute) for his research efforts on the VHL gene and drug discovery.

George Sledge Jr., MD, has been appointed chief of oncology at Stanford University, effective January 14, 2013.

Illustrating the inter-relatedness of breast, prostate and other types of cancer, **Charles Swanton, MD, FRCP, PhD** (University College London Cancer Institute) and **Shaomeng Wang, PhD** (University of Michigan) are among the nine recipients of new Challenge Awards from the Prostate Cancer Foundation, established to accelerate scientific discovery and new treatments for prostate cancer patients.

The NCI also awarded the University of Michigan Comprehensive Cancer Center, directed by **Max Wicha, MD**, a grant of \$28.4 million over five years for ongoing core research support for basic, clinical and prevention/control programs and research services, including clinical trials. In 2011, this institution received the most NCI funding in the nation among academic medical centers.

Please visit www.bcrcure.org for regular updates on grantee news.

MESSAGE FROM LEONARD A. LAUDER, ACTING CHAIRMAN

This year marks twenty years since my dear wife, Evelyn, created The Breast Cancer Research Foundation. I continue to be in awe of her accomplishments and the number of lives she was able to save. And that was her goal: to save lives.

So many of you graciously contributed to the Evelyn H. Lauder Founder's Fund in her memory. The Founder's Fund now totals \$27 million, which includes a \$19.1 million gift from the recent "Magnificent Jewels" auction at Sotheby's as well as your very, very generous gifts to the Fund. The initiative is centered on research on a broad range of cancers in addition to breast cancer and has the potential to save even more lives by inspiring new avenues of collaboration that will hopefully lead to the management of breast cancer certainly, but many other cancers as well.

Evelyn would have been honored to know that the Founder's Fund is supporting an initiative that expands upon her vision, and it's a wonderful tribute.

Thank you all for your friendship, which has so marvelously supported the Foundation.

With my warmest regards,



Leonard A. Lauder



Photo: Courtesy of The Estée Lauder Companies

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LETTER FROM OUR PRESIDENT, MYRA J. BIBLOWIT



Photo by: Julie Skarratt

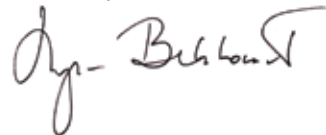
Dear Friends,

We have one clear and simple focus: research. Research is what saves lives and research is the *only way* to eradicate breast cancer. That is why it is important that BCRF continues to direct much-needed funds - \$40 million this year alone - to creative, collaborative global research initiatives that enable a brain trust of 197 talented investigators to unravel the mysteries of breast cancer and to empower them with the tools to resolve this insidious disease.

Under the leadership of our expert team of Scientific Advisors, we have compiled a broad and diverse array of research experts who are guiding lights in the field. BCRF-funded projects have brought about great leaps in breast cancer care. In order to sustain this cohort of talented scientists, we must continue to invest in their efforts and analytical knowledge as we are confident that the projects within our research portfolio are bringing us closer to our goal, and shedding light on many other cancers as well.

I am very proud to acknowledge the many advances in breast cancer that have come about as a result of BCRF-funded research. But there is still work to be done. This disease continues to claim nearly 500,000 lives around the globe annually. It is because of your dedicated support and investment in scientific progress that BCRF investigators will be able to *change* lives by *saving* lives.

Sincerely,



Myra J. Biblowit

MEET BCRF'S NEW BOARD MEMBER AND VICE CHAIRS



Laura Lang, CEO of Time Inc., one of the largest branded media companies in the world, has been elected to The Breast Cancer Research Foundation's Board of Directors. Prior to joining Time Inc., Lang served as worldwide CEO of Digitas, the largest digital agency across the globe. She was most recently named one of the 100 most powerful women in the world by *Forbes* magazine. "We are delighted to welcome Laura to the BCRF Board," said Leonard Lauder, Acting Chairman, BCRF. "With over 20 years of experience, she brings an expansive wealth of knowledge in management and strategic consulting and will complement and enhance the breadth of our Board."

BCRF is also pleased to announce that BCRF Board members, Kinga Lampert and Cynthia Lufkin, have been elected Vice Chairs in recognition of their skilled leadership and their drive to propel the Foundation forward as we enter our 20th year.

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Edinburgh, Scotland

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Breast International Group (BIG)/North American

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BCRF EXPANDS TO NEW CITIES...

THE HAMPTONS PADDLE AND PARTY FOR PINK

Over \$675,000 was raised at the waterfront residence of Lisa and Richard Perry, who along with Maria and Larry Baum co-chaired the inaugural **Hamptons Paddle and Party for Pink** on August 11. The two-segment event that began with a paddleboard race with 60 paddlers was directly followed by a sunset party where 400 guests enjoyed tunes spun by DJ Cassidy. An unforgettable culinary collaboration was provided by The Beacon, Beaumarchais East Hampton à la Plage, Osteria Salina, Sen Japanese Restaurant and Sushi Bar, Topping Rose House, Toy Restaurant, Tutto Il Giorno, Sag Harbor Baking Co., and Baked by Melissa. Moët & Chandon, ONEHOPE Wine, and Amagansett Wine & Spirits generously provided the beverages.

Despite choppy waters, paddlers were excited about the race. Maria Baum shared her personal story of how the physical activity of paddleboarding was a liberating and healthy way to cope with her own breast cancer experience. At the post-race festivities, Lisa Perry told *Plum TV* how proud she was that the funds raised would support research projects worldwide and that she was honored to co-chair the event alongside Maria, her longtime friend and an inspiration for many.

BCRF would like to recognize the generosity of Maria and Larry Baum, Lisa and Richard Perry, and the lead sponsors of the event, Baystreet Advisors, Goldman Sachs GIVES, William P. Lauder, and LIPMAN.



Maria and Larry Baum and Richard and Lisa Perry



William Lauder and Carolyn Murphy



Standing: Becky and Jim Byrne; Seated: Tucker Byrne, Christina Ferri, Alison Byrne, and Tim Donnally



Eric Linder and Michele Docharty

Photo by: A. De Vos/ PatrickMcMullan.com
Unless otherwise noted all photos by: Joe Schildhorn/BFAnyc.com

HOPE IN HOUSTON: HOT PINK LUNCHEON



Theresa Selvaggio, Jane Hudis, Debra Dumas, Lauri Frisby, and Tricia Butler



Judy Allen and Shelia Reese

The inaugural **Hope in Houston: Hot Pink Luncheon** raised \$185,000 on October 16 at The Crystal Ballroom at The Rice. Texas-based BCRF investigators, **Sharon Giordano, MD, MPH** (University of Texas MD Anderson Cancer Center), **Gabriel Hortobagyi, MD, FACP** (University of Texas MD Anderson Cancer Center), and **Kent Osborne, MD** (Baylor College of Medicine) highlighted recent advances in breast cancer research. BCRF Scientific Advisory Board Chairman, **Clifford Hudis, MD** (MSKCC), moderated the panel.

Emmy-winning anchor Dominique Sachse of *KPRC Local 2* emceed the program attended by over 200 guests. The event was spearheaded by longtime BCRF Advisory Board member, Maralyn Lakin, a dear friend of Evelyn Lauder and Houston native.

A special thank you to gracious lead underwriter, Dillard's, Inc., for their remarkable generosity. This event would also not have been possible without the support of Stage Stores, Judy Allen, Nancy Baycroft, Gerald Bodzy, Ashley Gilroy, Janet Gurwitch, Christine Johnston, Mindy Levinson, and Theresa Selvaggio.

Photos by: PWL Studio



Mindy Levinson, Maralyn Lakin, Ashley Gilroy, Myra Biblowit, and Janet Gurwitch

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PINK PROMISES 2012: AN EVENING AFFAIR

Stephanie and Ian Ginsberg co-chaired **Pink Promises: An Evening Affair** at Crest Hollow Country Club in Woodbury, NY on September 28. With 700 Long Islanders in attendance, the event was a major success, raising over \$800,000 to support critical research projects worldwide.

Former *The Real Housewives of New York*'s Kelly Killoren-Bensimon welcomed guests. Later, BCRF Scientific Advisory Board Chairman, Clifford Hudis, MD (MSKCC) served as keynote speaker of the evening. After a successful live auction that raised over \$30,000, former New York Ranger Sean Avery led the crowd in a surprise "Happy Birthday" sing-a-long to Stephanie.

Pink Promises is now in its third year, and Stephanie's personal connection to the cause has deepened her passion to continue to raise funds for BCRF. To date, Pink Promises has raised over \$2.05 million. In a touching speech, Stephanie acknowledged BCRF-funded research, insisting that the brainpower behind BCRF grantees is the reason why there are so many breast cancer survivors today.



Dr. Clifford Hudis

BCRF is especially thankful to event sponsors that include BNY Mellon, The Buller Family Foundation and Marjam Supply Company, C.O. Bigelow and Stephanie and Ian Ginsberg, The Estée Lauder Companies, The Lauder Foundation: Leonard & Evelyn Lauder Fund, Mercedes-Benz of Rockville Centre, and Saks Fifth Avenue whose contributions made this event possible.



Theresa Caputo, Myra Biblowit, and Stephanie Ginsberg



Cherie and James Buller



Sean Avery and Ian Ginsberg

Photos by: Mara Auster

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BCRF SHINES

IN BOSTON...

Photos by: Michael Blanchard



On October 19, the second annual **Boston Hot Pink Luncheon and Symposium** was held at the Boston Harbor Hotel. Tory Burch and Nancy Kelleher worked alongside and shared leadership roles with event Co-Chairs Stephanie Andrews, Andrea Brooks, Katherine Chapman, Karen Hale, Deb Hoffman, and Simone Winston. The event honored 33 BCRF-funded researchers based in New England, whose grant awards total more than \$5.8 million this year. The Luncheon was a success, raising more than \$220,000, making Boston a “million-dollar-city” when combined with funds raised in May at the annual **Boston Hot Pink Party**.

Kelley Tuthill, of *WCVB-TV/DT, Channel 5*, served as emcee. BCRF Boston “Founding Mothers” Sandy Krakoff and Judie Schlager were in attendance along with Cynthia Lufkin and Tory Burch, members of BCRF’s Board of Directors.

Over dessert, **Clifford Hudis, MD**, (MSKCC) BCRF Scientific Advisory Board Chairman, moderated a discussion between **Judy Garber, MD, MPH** (Dana-Farber Cancer Institute) and **Robert Weinberg, PhD** (Whitehead Institute for Biomedical Research) on the topic of *Breast Cancer: Progress through Understanding*. The discussion delved into hot topics in breast cancer research that included cancer stem cells, hereditary cancers, and recently reported advances in genetics medicine as related to breast cancer.

This year’s event would not have been possible without the generosity of the Hot Pink Sponsors: EMD Millipore, Saks Fifth Avenue, and The Lauder Foundation: Leonard & Evelyn Lauder Fund.

Above Photos from left to right: First photo - Amber D’Amelio, Linda Henry, and Tonya Mezrich; Second photo - Kelley Tuthill, Tory Burch, and Nancy Kelleher; Third photo - Deb Hoffman, Simone Winston, Katherine Chapman, Stephanie Andrews, Andrea Brooks, and Karen Hale; Fourth photo - Standing: Myra Biblowit and Peg Mastrianni; Seated: Drs. Clifford Hudis, Judy Garber, and Robert Weinberg

Photo by: Michael Blanchard



Brooks Brothers hosted an evening of shopping to benefit BCRF on October 18. Teammates of the gold medal-winning U.S. women’s eight Olympic rowing team made a surprise appearance.

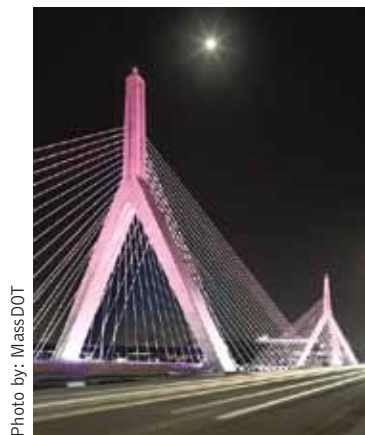


Photo by: MassDOT

The **Zakim Bridge** was illuminated hot pink in Boston from October 18 through October 24 in memory of Evelyn Lauder and in honor of BCRF’s investment in scientific research in Boston. BCRF supporter Nancy Edman Feldman, along with BCRF Advisory Board member Sandy Krakoff, with Governor Deval Patrick, made this possible.

...and in WESTCHESTER

“As I look around the room today, it really makes me smile,” said event founder, Shelly Kivell, at the sixth annual **Westchester Hot Pink Luncheon** on November 15. The event was attended by 230 guests and raised \$200,000. Combined with the Chappaqua “A Cure in Our Lifetime” event, this group will fully underwrite one BCRF research grant for the third consecutive year.

Event Co-Chairs Ellen Brown, Debra Ezratty, Sheryl Kaye, Shelly Kivell, Kim Meyers, and Linda Plattus planned a special program featuring Pat Battle, anchor and New Jersey correspondent of *NBC 4 New York*, and BCRF Scientific Director **Larry Norton, MD** (MSKCC). Pat Battle spoke movingly about her breast cancer experience and emphasized the importance of scientific research in helping both her and her doctors make better decisions about her care.



Dr. Norton highlighted current research developments that focus on metastatic breast cancer and re-affirmed BCRF’s steadfast commitment to innovative research and information dissemination. The BCRF-funded project to develop a breast cancer vaccine, led by **Teresa Gilewski, MD** (MSKCC) and **Govind Rugupathi, PhD** (MSKCC) and made possible by the Westchester Women, exemplifies how scientists are finding new ways to attack metastatic disease. The discussion concluded with a dynamic question and answer session.

Photo: Debra Ezratty, Ellen Brown, Linda Plattus, Myra Biblowit, Pat Battle, Shelly Kivell, Sheryl Kaye, and Kim Meyers

continued SUPPORT FOR BCRF

Photo: Courtesy of The Estée Lauder Companies



Twenty Years of The Estée Lauder Companies' Breast Cancer Awareness Campaign

"Courage: Believe in a world without breast cancer. Know we're here until it's true" was the creative concept behind The Estée Lauder Companies' 20th global Breast Cancer Awareness (BCA) Campaign. It was a warm and celebratory tribute to BCA Campaign Founder, Evelyn H. Lauder, drawing upon her tremendous courage to give women a voice at a time when breast cancer was once spoken about in whispers. On October 1, William Lauder, Executive Chairman of The Estée Lauder Companies, was joined by several colleagues from the company who have been personally touched by breast cancer, along with four researchers whose grants are underwritten by ELC through The Breast Cancer Research Foundation, to ring the Opening Bell at the New York Stock Exchange. Later that day, the City of New York declared October 1, 2012, as "The Estée Lauder Companies' Breast Cancer Awareness Campaign Day" in dedication to Evelyn Lauder's commitment to eradicate breast cancer. The BCA Campaign also unveiled its first-ever interactive exhibition, which highlighted many key milestones and achievements throughout the past two decades.

Delta's Pink Plane Dedicated to Evelyn Lauder

On September 20, Delta Air Lines proudly dedicated its signature Delta Boeing 767-400 "pink plane" in memory of BCRF Founder Evelyn Lauder, prominently displaying Evelyn H. Lauder's signature. Over 140 Delta employee cancer survivors took flight from Atlanta to New York's LaGuardia Airport on "Breast Cancer One" for the ceremony. "Evelyn was a force," said Joanne Smith, Senior Vice President, In-flight Service of Delta Air Lines. "She continues to inspire us," she said. BCRF Acting Chairman, Leonard Lauder, spoke warmly about how impressed his wife was with the company's enthusiasm every year. "Evelyn truly valued this partnership," he said. "It is all of you Delta employees who continue to make a difference in the fight against breast cancer. I can't thank you enough."



Myra Biblowit, Susan Anderson, Leonard Lauder, and Pilot Leigh Meyers

Photo: Courtesy of Delta Air Lines, Inc.

Photo by: Shahar Azran Photography, LLC



Tory Burch, Jerome Fisher, Dr. Larry Norton, and Joseph C. Moore

QVC Presents "FFANY Shoes on Sale®"

BCRF Founder, Evelyn Lauder, was honored posthumously with the 2012 FFANY Jodi Fisher Humanitarian Award for her commitment to philanthropy, her desire to make a difference, and her deep passion to spread breast cancer awareness at the annual QVC Presents "FFANY Shoes on Sale" event on October 22. BCRF Scientific Director, Dr. Larry Norton (MSKCC), accepted the award on her behalf and spoke warmly about how Evelyn Lauder was inspired by the organizers of QVC Presents "FFANY Shoes on Sale" - not only because she had the *shoe gene*, but because she truly valued those who invested in research that saves lives. Since 1995, this event has contributed more than \$3 million to BCRF and has funded "The First Step Award," which in 2012-2013 underwrites a special project led by Drs. Larry Norton and Rachel Hazan, his colleague based at Albert Einstein College of Medicine.

A Fabulous and Sizzling Day Out

It was indeed a "Fabulous Fillies Day" on August 17 when the Saratoga Race Course in New York transformed their property pink to host a day-long fair that raised close to \$100,000 for BCRF. Pink was everywhere; women wore pink hair extensions, horses had pink saddle blankets, and grooms were outfitted in pink bibs. During the festivities, nearly 200 attendees made their way to 'At the Rail Pavilion' for the **Sizzling Hot Pink Saratoga Hat Luncheon**, spearheaded by Co-Chair Joanne Adams of The New York Racing Association, Inc. (NYRA). Highlighting the program was an informative discussion, *Breast Cancer: How We Are Winning the Race*, led by BCRF-funded grantee, **J. Dirk Iglehart, MD** (Dana-Farber Cancer Institute/Harvard Medical School).



Peg Mastrianni, Myra Biblowit, Shay Williams, and Joanne Adams

OCTOBER



Ann Taylor's Evelyn Lauder Legacy Collection, in memory of Evelyn Lauder, reflected her lifelong dedication to the fight against breast cancer. The set included a necklace, bracelet, and a pair of earrings all inspired by Evelyn Lauder's personal jewelry collection, and 65 percent of the sale of each item benefited BCRF.



Bloomingdale's continued to fight breast cancer with their 2012 Pink Campaign. Exclusive merchandise and exciting promotions were featured, and the retailer hosted special events. The brand's classic Pink Book featured award-winning musician and breast cancer survivor, Sheryl Crow.

Photo: Courtesy of Bloomingdale's



CAROLEE, Bloomingdale's, and the Fashion Institute of Technology (FIT) launched the jewelry brand's Fall 40th Anniversary collection that benefits BCRF. Bloomingdale's at 59th Street hosted the event where CAROLEE unveiled a museum style jewelry retrospective that showcased the best designs of the past four decades.

Pictured: Michael Gould, Karen O'Brien, Dr. Joyce F. Brown, Arlene Taub, Myra Biblowitz, Francine Klein, and Joel Fivis




Celebrity Cruises held many innovative fundraisers both onboard and on land to support BCRF. Passengers participated in a "Celebrity Freedance" class and danced in a specially designed T-shirt; and \$10 from the sale of the T-shirt was donated to BCRF.



Female pop-duo Bananarama had a crowd of number-one-fans singing along and raising breast cancer awareness at a launch concert hosted at Hard Rock Café New York in honor of **Hard Rock International's** 13th annual PINKTOBER campaign.

Photo by: Hard Rock International/ Scott Gries


Pictured: Keren Woodward, Robbie Franklin, Hamish Dodds, and Sara Dallin



In October, **jcpenny** customers rounded up their store purchases to the nearest whole dollar and donated the difference to BCRF. Also featured during the jcp cares program were free styling and haircuts offered to breast cancer survivors at jcp salons. During the month, jcp donated \$1 for every free haircut, up to \$50,000, to BCRF.



LOFT unveiled its "Live in Pink" collection in Los Angeles. The collection was partly styled and designed by TV personality and breast cancer survivor Giuliana Rancic, and 25 percent of sales from the collection benefited BCRF.



Nestlé® Pure Life® Purified Water brought an engaging and creative element to grocery stores this October. Impactful displays and signage were stationed in leading supermarkets across the United States and Canada, giving hydrated shoppers a visual component of the continued support led by NPL's brand.

snaphots

cause-marketing campaigns



Global tire company **Omni United** launched its 2012 Radar Mobilizing Hope program. For the second year, the Ring of Hope Signature pink side-walled tire was available at retailers nationwide.



Photo by: Allee Costello

Invincibelle® Spirit, the pink-flowered 'Annabelle' hydrangea from **Proven Winners**, has met a monumental fundraising goal in their three-year partnership. In addition to the sales of this shrub, garden centers from all over the country held Pink Days raising awareness for the cause and additional funds for BCRF.



Photo by: Carol Setz

Breast cancer supporters trotted to Union Square Park in NYC for the annual Pilates for Pink+ event, sponsored by **SHAPE** magazine. Various classes were held throughout the day led by high-profile instructors from AB Pilates Studio and members of the *Mamma Mia!* cast. Guests also enjoyed beauty treatments, giveaways, and product sampling.



At 38 **Tanger Outlets** in 25 U.S. states and in Canada, Tanger once again offered their shoppers a way to join in the fight against breast cancer with their Pink STYLE Card. Customers purchased cards for a \$1 donation to BCRF to receive a 25 percent discount.



Photo by: George Pimentel

The Bay designed an exclusive limited-edition tote and donated \$5 per purchase to BCRF. Elizabeth Hurley, spokesmodel for The Estée Lauder Companies Breast Cancer Awareness Campaign, made a guest appearance to launch the program at The Bay Queen Street in Toronto, Ontario.

Pictured: Liz Rodbell, Elizabeth Hurley, William Lauder, Bonnie Brooks, and Shelley Rozenwald



BCRF supporter, Jodi Glucksman and co-producer Kate Dawson created *Over The Moon: The Broadway Lullaby Project*, a book, CD, ebook and documentary film featuring original lullabies; 10-15 percent of the sales are being donated to BCRF. A free concert emceed by Emmy and Golden Globe-winning actress Edie Falco celebrated the release.



The seventh annual **Trek** Breast Cancer Awareness Ride took place on October 13 and 14, and the exuberant event united 93 Trek Dealers and almost 7000 riders around the country to achieve a dual goal: raise awareness and funds for breast cancer research. The family-friendly, casual ride covered either a 10-or 25-mile-course.



Photo by: Dimitrios Kambouris/WireImage

ULTA Beauty stores were covered with "kisses" as the retailer invited customers to participate in the Donate with a Kiss™ campaign. Each kiss represented \$1 donated to BCRF. Television personality Kristin Cavallari blew the first kiss at a kick-off cocktail party she hosted in New York City.

Pictured: Holly Schmidt, Chuck Rubin, and Kristin Cavallari

community Fundraisers

Sixth Annual Kansas City Council Fundraiser



Samantha Green and Cathy Jolly

On October 23, Cathy Jolly hosted the Sixth Annual Kansas City Council Fundraiser. With over \$43,000 raised for BCRF, this event's cumulative donation to date is nearly \$250,000! Every October since 2006, at a different trendy venue, over 100 local politicians, community and business leaders, labor union executives, and attorneys come together for a celebratory party that features raffle prizes and networking opportunities. "I feel like the best use of money raised should be for research," said Jolly. "The goal is to eliminate the disease but the first step is to fund research." Jolly is a former State Representative to the Missouri House and At-large City Council Member for Kansas City. For the last six years she has petitioned friends, colleagues, and owners of local businesses to underwrite the event in order to donate the most dollars possible to BCRF, ensuring that not one cent is used to pay for event space, invitations, or even postage. "I knew they would be interested because everyone knows someone affected by breast cancer," Jolly said. The City Council continues to host the event while fundraising efforts are proudly led by Cathy Jolly and her husband.

Tour De Bondville

Over 160 attendees made their way to the Stratton Mountain Resort in Vermont to show support for BCRF and celebrate over \$25,000 raised at the Tour De Bondville event on July 7. The 3-part event started with a bike ride. Most competitive cyclists went full throttle and tested their stamina over a 50-mile course that weaved through the hills of southern Vermont. Even zealous golfers could be seen heading to the Stratton Mountain Forest & Lake courses with their golf clubs in tow. Later, athletes along with sponsors and other supporters gathered for an after-party. The Tour De Bondville was started by Alan, Susan, Jamie, and Randi Bushell when Alan's mother passed away from breast cancer.



Alan and Susan Bushell

New York City Marathon

Team BCRF was one of many teams unable to race for the New York City Marathon due to the unfortunate aftermath of Hurricane Sandy. However, much appreciation is due to Team BCRF for each member's dedication and hard work. Together, they raised a grand total of \$27,618 for the Foundation.



Trisha Salerno

Darius Baghai

Susan Karpinski-Failla

Beth Packman

Nicole Wagner

- Are you one of BCRF's 30,000 Facebook Fans and one of BCRF's 5,000 Twitter Followers? If not, be in-the-know to get real-time content on groundbreaking accomplishments achieved by BCRF grantees, signature BCRF events attended by high-profile celebrities, and fun community fundraisers hosted by zealous BCRF supporters around the country. It's the perfect opportunity for you to learn all about the fabulous corporate pink products that you can buy to support BCRF.
- Stay connected!



facebook.com/TheBreastCancerResearchFoundation



[@BCRFcure](https://twitter.com/BCRFcure)

RAISING CRITICAL FUNDS FOR BCRF



Photo by: Patrick McMullan

David Klein, Peg Mastrianni, and Iris Dankner

Iris Dankner founded **HOLIDAY HOUSE**, the design and décor showhouse at New York's landmark Academy Mansion, in 2008 as a way to combine her love for design and her sincere efforts to raise breast cancer awareness in the design industry. Holiday House named BCRF as its beneficiary this year in honor of BCRF Founder, Evelyn Lauder. The mansion was adorned with elements that reflected Evelyn Lauder's great taste. The Grand Entry showcased her photography and a stunning portrait framed by J Pocker & Son, which was designed and organized by Paula + Martha, LLC and curator, Alice Momm. Many contributed to this event's success including Leviev, Beth Kushnick, Sara Gore, Thom Felicia, Christopher Hyland, and *Traditional Home*. The initiative raised \$75,860!

SUITE New York and Swarovski created The Pink Jalk Project to benefit BCRF. Twenty leading interior design icons, architects, and designers re-invented the already unique, one-of-a-kind GJ Chair, which was originally designed by Grete Jalk. It was the third year the event supported BCRF but the first time The Pink Jalk Project spotlighted a chair designed by a woman. "SUITE New York launched The Pink Jalk Project in hopes of harnessing the wealth of talent found in the design world into a philanthropic enterprise," said Kris Fuchs, Principal, SUITE New York. Bidding started at \$1,500 with 80 percent of the winning bid donated to BCRF. Nearly \$19,000 was raised in support of BCRF.



Photo by: Patrick McMullan

Kris Fuchs, Myra Biblowit, and David Rockwell



Photo by: Debby Hymowitz

THE PINK AGENDA, a young professionals group aimed at engaging today's generation for tomorrow's cure, has officially partnered with BCRF. This strong, dynamic group will serve as BCRF's junior Board while raising funds and hosting a series of events in different cities throughout the year. Since 2007, The Pink Agenda has raised over \$300,000 for BCRF.

At The Pink Agenda's May 2012 gala, Rachel and Danielle Lauder, Evelyn Lauder's granddaughters, accepted the Lisa Mae Lee Award in recognition of their grandmother's inspirational character, courage, optimism, and outstanding leadership in the fight against breast cancer. To get involved, contact Kathleen Feeney at kfeeney@bcrfcure.org or 646-497-2698. For more information, visit www.thepinkagenda.org.



Photo by: Nick McGlynn

Danielle Lauder, William Lauder, and Rachel Lauder

Magnificent Jewels Auction Fuels the Evelyn H. Lauder Founders Fund

More than 35 pieces of jewelry from the Evelyn Lauder and Estée Lauder collections were sold at the "Magnificent Jewels" auction at Sotheby's on December 5 to benefit BCRF. The auction raised \$19.1 million, all of which is designated for the Evelyn H. Lauder Founder's Fund. This gift increases the capacity and breadth of the Fund and enables BCRF to expand its mission into longer-term research. This newest gift brings the Evelyn Lauder Founder's Fund to \$27 million. The first phase of research to be undertaken with the Fund will be to perform an extensive, international, collaborative analysis of the molecular abnormalities in metastatic breast cancer in the context of defined treatments and outcomes, which has never before been conducted. Evelyn Lauder's mission was to bring about prevention and a cure for the disease; this fund, in her memory, provides the means to fulfill her goal.



Photo: Courtesy of Sotheby's

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

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SAVE THE DATE: 2013 HOT PINK EVENTS

APR 17 The Hot Pink Party The Waldorf=Astoria New York City	MAY 08 Boston Hot Pink Party InterContinental Hotel Boston, MA	AUG 17 The Hamptons Paddle and Party for Pink North Haven, NY
OCT 09 Pink Promises Luncheon and Symposium Crest Hollow Country Club Woodbury, NY	OCT 15 BCRF Symposium and Awards Luncheon The Waldorf=Astoria New York City	NOV 14 Westchester Hot Pink Luncheon Brae Burn Country Club Purchase, NY

For more information about events, please contact Lucretia Gilbert at 646-497-2618.

The Breast Cancer Research Foundation® is committed to funding scientific research worldwide to achieve prevention and a cure for breast cancer in our lifetime.

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