

SAVE THE DATE

**PINK PROMISES
LUNCHEON**

to benefit the
Breast Cancer Research Foundation®

OCTOBER 11, 2017

Crest Hollow Country Club
Woodbury, Long Island



11:00 am
Raffle & Reception

12:30 pm – 2:00 pm
Luncheon & Discussion

Hosted by
Joan Lunden

Featured discussion and Q&A with
Elisa Port, MD, FACS

*Dubin Breast Center
Icahn School of Medicine at
Mount Sinai*

pinkpromises.org



Dear Friend,

Every two minutes, a woman in the U.S. is diagnosed with breast cancer. It remains the most common cancer in women worldwide, and inevitably, we all know someone who has been affected by this insidious disease.

For us, breast cancer hit home when our sister Betsy was diagnosed with triple-negative breast cancer. Vowing to fight back, we founded Pink Promises to benefit the Breast Cancer Research Foundation (BCRF), the largest private funder of breast cancer research worldwide. Over the past seven years, the compassionate and generous community of Long Island has raised over \$4 million for Pink Promises, which translates to funding 16 research grants for the world's most innovative and groundbreaking investigators.

BCRF was founded by Evelyn H. Lauder in 1993; since that time, breast cancer survival rates have improved by 38% and there are nearly three million survivors in the U.S. today. Never has a cancer-free horizon been more in reach than with BCRF's global brain trust of researchers at the helm. BCRF-funded investigators have been involved in **every major breakthrough in breast cancer prevention, diagnosis, treatment, and survivorship**. However, more work is needed to understand how breast cancer cells spread to other organs, and to develop new treatments for cancers that do not currently respond to existing therapies.

We hope you will join us on Wednesday, October 11, 2017 for our Pink Promises Luncheon taking place at Crest Hollow Country Club in Woodbury, Long Island. This event rallies breast cancer patients, survivors, physicians, investigators, caregivers, family, and friends for an inspirational and informative afternoon. This year, **Joan Lunden**, TV personality and breast cancer survivor, will share the story of her journey, followed by an engaging discussion and Q&A with **Dr. Elisa Port**, one of BCRF's most eminent researchers.

On the back of this note you'll find event details, and enclosed is a reply card with an array of giving levels. **Supporters who confirm their pledge by August 4 will be listed on the invitation** (Silver Ticket level and above).

Each of us plays an essential role in furthering the investment in this lifesaving research; we hope you'll join us in having an invaluable impact on the health and wellbeing of those touched by breast cancer. Together, we can **#BeTheEnd**.

Sincerely,

Stephanie & Ian Ginsberg
Event Chairmen