



BEYOND THE HEADLINES:

HYPE

VS.

HOPE

IN BREAST CANCER RESEARCH
AND MANAGEMENT IN THE NEWS

THE BREAST CANCER RESEARCH FOUNDATION® SYMPOSIUM AND AWARDS LUNCHEON

Wednesday, October 26, 2011 The Waldorf=Astoria

SYMPOSIUM

*Beyond the Headlines: Hype vs. Hope
in Breast Cancer Research and Management in the News*

9:45 a.m. – 11:30 a.m.

Jade Room and Astor Salon

INTRODUCTION BY

Larry Norton, MD, Memorial Sloan-Kettering Cancer Center,
BCRF Scientific Director

MODERATED BY

Denise Grady, *The New York Times* Health and Science Reporter

SUMMARY AND QUESTIONS BY

Clifford Hudis, MD, Memorial Sloan-Kettering Cancer Center,
Chairman, BCRF Scientific Advisory Committee

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit organization dedicated to funding innovative clinical and translational research. In 2011-2012, BCRF will award \$36.5 million to over 180 distinguished researchers across the United States, Canada, Latin America, Europe, the Middle East, Australia and China. Currently, more than 90 cents of every dollar donated is directed to breast cancer research and awareness programs. With exceptionally low administrative costs, BCRF continues to be one of the most efficient organizations in the country. BCRF has received 4-stars from Charity Navigator and an "A+" from The American Institute of Philanthropy. For more information about BCRF, visit www.bcrfcure.org.

AWARDS LUNCHEON

11:30 a.m. – 2:00 p.m.

Grand Ballroom

The **Jill Rose Award** for outstanding research excellence will honor **Mina J. Bissell, PhD**, of Lawrence Berkeley National Laboratory, in recognition of her work on the relationship between cancer genetics and the three-dimensional structure of cells and tissues.

The **Sandra Taub Humanitarian Award** will be presented by **Kenneth Chenault**, Chairman and CEO of American Express, to **Richard Anderson**, CEO of Delta Air Lines, in recognition of his leadership in raising awareness of breast cancer around the globe and supporting lifesaving research.

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THE BREAST CANCER RESEARCH FOUNDATION® SYMPOSIUM AND AWARDS LUNCHEON

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