

The **Pink** Agenda  
invites you to join us for

*Pounding the Pavement*

an evening of cocktails and conversation  
to kick off our  
New York Marathon Initiative

Tuesday, the thirteenth of October  
at seven o'clock in the evening

The President's Room  
New York Athletic Club  
180 Central Park South  
New York City

Donation: \$100  
You may purchase your ticket at  
[www.thepinkagenda.org](http://www.thepinkagenda.org)



The New York Athletic Club requires  
that gentlemen wear a jacket.

## *Speakers*

**Dr. Larry Norton** is deputy physician-in-chief for breast cancer programs and the medical director of the Evelyn H. Lauder Breast Center at Memorial Sloan-Kettering Cancer Center (MSKCC). He is the first incumbent of the Norna S. Sarofim Chair in Clinical Oncology at MSKCC, a recipient of the American Society of Clinical Oncology's 2004 David A. Karnofsky Memorial Award, and a presidential appointee to the National Cancer Advisory Board of the National Cancer Institute (NCI) (1998-2004). He is also the principal investigator of a program project grant from the NCI that is aimed at better understanding breast cancer in the laboratory and in bringing these advances into clinical practice. Dr. Norton's research concerns the basic biology of cancer, the mathematics of tumor causation and growth, and the development of approaches to better diagnosis, prevention, and drug treatment of the disease. Dr. Norton is also scientific director and chairman of the Executive Board of Scientific Advisors of The Breast Cancer Research Foundation.

**Jim Wilkinson**, a ten-time marathoner, is helping to lead the New York Marathon Initiative on behalf of The Pink Agenda. Mr. Wilkinson is currently managing partner at the Brunswick Group, a leading global financial communications strategy firm. Prior to joining Brunswick in 2009, Mr. Wilkinson served as chief of staff to Treasury Secretary Hank Paulson, functioning as Secretary Paulson's senior strategist. Mr. Wilkinson has also served as an international strategist and counselor for the U.S. Department of State as senior advisor to Secretary of State Condoleezza Rice. He also worked with Secretary Rice at the White House as a senior strategist at the National Security Council, serving as deputy assistant to the president and deputy national security advisor for communications.

## *Host Committee*

Myra Biblowit, The Breast Cancer Research Foundation  
Trevor Bivona, M.D., Ph.D, Memorial Sloan-Kettering Cancer Center  
Hoda Kotb, NBC's *Today* show  
Steve Lipin, Brunswick Group  
Blythe Masters, J.P.Morgan and Susan G. Komen for the Cure  
Ellen Moskowitz, Brunswick Group