

Contact:
Jaquelyn M. Scharnick
508.942.0989
jaquelyn.scharnick@thepinkagenda.org

The Pink Agenda's Star-Studded Annual Spring Gala Raises Tens of Thousands for Breast Cancer Care and Research

Current economic climate has not derailed young philanthropists' search for a cure

NEW YORK – May 18, 2009 – The Pink Agenda (TPA), a non-profit organization committed to raising money for breast cancer research and direct care and awareness of the disease among young professionals, today announced that its Annual Spring Gala, which was held on Thursday, May 14 in New York City, raised more than \$70,000 for the direct care and research programs it supports.

The event, which honored NBC's Hoda Kotb and was sponsored by Royal Bank of Canada, Bacardi, and Works by Nicole Williams, attracted more than 350 young professionals, including movers and shakers in the fields of finance, fashion, and philanthropy.

"We are overwhelmed by the support that our organization has received and the turnout that we saw at the Gala," TPA President and Founder Marisa Renee Lee said. "This was a record-breaking event for us, and it demonstrates how important this previously under-engaged and under-utilized demographic can be in the search for a cure."

Honoree and keynote speaker Hoda Kotb, TPA President and Founder Marisa Renee Lee, and TPA Secretary and Director Jaquelyn M. Scharnick moved the crowd with their accounts of the effects of the disease.

Kotb spoke of her personal experience with breast cancer, beginning her address with: "Let me ask the most important question of the night: how do they look?," a query that was met with resounding applause. When Kotb discussed the event the following day on air with her *Today* co-host Kathy Lee Gifford, she said, "I had an event last night. It was a breast cancer event. It was great, young people who, by the way, are so cool and so driven and together."

Other attendees included Benefit Committee Co-Chair Amanda Hearst, Myra Biblowit; President of The Breast Cancer Research Foundation; Dr. Dara Richardson-Heron, CEO of the Greater New York City Affiliate of Susan G. Komen for the Cure; Willie Geist, co-host of MSNBC's *Morning Joe*; Rachelle J. Hruska, Editor of the blog GuestofaGuest.com; and fashion designers Keith Lissner, Abigail Lorick, Ginny Hilfiger, Kay Unger, and Timo Weiland.

After an evening of cocktails, hors d'oeuvres, and a live and silent auction featuring luxury products and experiences, guests descended upon the Hotel on Rivington's Thor for an after-party.

Proceeds from the event will benefit The Breast Cancer Research Foundation and Susan G. Komen for the Cure.

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Notes to Editors:

1. The Pink Agenda is an organization of young professionals committed to raising money for breast cancer care and research and awareness of the disease among young professionals. We hope that our efforts will not only expedite the eventual discovery of a cure for the disease, but that the awareness we raise amongst those in our generation will result in earlier detection, as well as an understanding of where to go for support and resources if ever faced with a breast cancer diagnosis.
2. The Pink Agenda was founded by Marisa Renee Lee in 2007, two years after her mother, Lisa Mae Lee, was diagnosed with stage IV metastatic breast cancer. Although the disease claimed Lisa's life on February 28, 2008, the courage she showed during her battle with the disease continues to inspire our efforts to engage today's generation to find tomorrow's cure.

For more information about The Pink Agenda, please visit www.thepinkagenda.org.