



Breast Cancer™
NETWORK of
STRENGTH

formerly known as Y-ME National Breast Cancer Organization

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MEDIA ALERT / PHOTO OP

BREAST CANCER NETWORK OF STRENGTH 30th ANNIVERSARY GALA

***Founded in Chicago, Nation's Oldest Breast Cancer Organization, Formerly Y-ME,
Commemorates 30 Years of Working to Ensure No One Faces Breast Cancer Alone***

- WHO:** 600 Supporters raising \$1 million dollars including:
- Honorary Chairman: **Jeffrey Katzenberg**, CEO DreamWorks Animation SKG
Special Guest: **Robin Roberts**, ABC News' Good Morning America
Gala Chairs Gloria and Raul Alvarez
Co-Chairs Joanie and Andy McKenna and Anne and Chris Reyes
Breast Cancer Network of Strength Board President Pat Harris
Breast Cancer Network of Strength CEO Margaret C. Kirk
- WHAT:** **30th Anniversary of country's oldest national breast cancer organization.**
Silent and live auctions, Raffle, Entertainment by The Temptations Review
featuring Dennis Edwards, celebrity video messages, Tribute Performance by
Katie Harman, Miss America 2002
- WHY:** Commemorating 30 years of support education and empowerment to help ensure
no one faces breast cancer alone.
- WHEN:** **Friday, October 17, 6:00 p. m – 11 p.m.**
- WHERE:** The Fairmont Chicago, 200 N. Columbus Drive
- HOW:** Individual tickets \$500; call 312.553.2000 for more information
- VISUALS:**
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| 5:15 p.m. | Co-Chair VIP reception – Regent Room, 2 nd Floor |
| 6:00 p.m. | Reception begins – International Ballroom, 2 nd Floor
Miss America 2002 Katie Harman models Stefano Conturi
jewels; 2008 Acura TL on display – foyer Imperial Ballroom |
| 7:20 p.m. | Quincy Eaton, dancing star from the hit McDonald's ad
campaign does the "The Cha Cha Slide" |
| 7:25 p.m. | Raul and Gloria Alvarez introduce Robin Roberts |

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- 7:30 p.m. Robin Roberts remarks and personal reflections
- 7:45 p.m. Miss America 2002 Katie Harman and the Stu Hirsh Orchestra perform 30th Anniversary tribute
- 8:30 p.m. Robin Roberts introduces Honorary Chair Jeffrey Katzenberg
- 8:40 p.m. Live Auction
- 9:00 p.m. Network of Strength CEO, Margaret C. Kirk remarks
- 9:30 p.m. Robin Roberts returns to podium; “keys” to earrings segment; concludes the formal program and introduces the Temptations Review.
- 9:45 p.m. Temptations Review performs

About Breast Cancer Network of Strength

Breast Cancer Network of Strength™, formerly known as Y-ME National Breast Cancer Organization®, provides immediate emotional relief to anyone affected by breast cancer.

This Chicago-based, national nonprofit organization has the mission to ensure, through information, empowerment and peer support, that no one faces breast cancer alone. The organization does not raise money for research. Instead, it provides immediate emotional relief for anyone touched by breast cancer.

YourShoes™ is Breast Cancer Network of Strength’s peer support program that includes a 24/7 breast cancer support center staffed by trained breast cancer survivors providing peer support through a toll-free hotline, e-mail and support groups.

Breast Cancer Network of Strength raises money to fund YourShoes, outreach programs, breast health awareness workshops, wigs and prostheses banks for women with limited resources, and advocacy on breast cancer related policies.

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