



LYNN
SAGE
CANCER
RESEARCH
FOUNDATION

25 YEARS

THE LEADING *Edge*

THE DIFFERENCE BETWEEN CARING AND CURING IS YOU

Fall 2010

LYNN SAGE CANCER RESEARCH FOUNDATION CELEBRATES 25TH ANNIVERSARY

Marking 25 years of unrelenting support for breast cancer research and educational initiatives, 2010 was a special year for the Lynn Sage Cancer Research Foundation (LSCRF), a partner of Northwestern Memorial Hospital and the Robert H. Lurie Comprehensive Cancer Center of Northwestern University. The board's original 18 members has grown to 93 passionate volunteers who serve as advocates for the cause. 26 years after Lynn's death, and with more than \$22 million raised, LSCRF has supported several important research initiatives that hopefully, one day, will put an end to breast cancer forever.



In October, the Trump International Hotel and Tower illuminated its spire pink for the first time to support breast cancer awareness and the Light the Way to Find a Cure Campaign.

This December issue will highlight the group's 2010 fundraising efforts, which solidify the strength and momentum of the foundation. We extend our sincere gratitude to all of you, our supporters and friends, for helping the foundation move one step closer to a cure for breast cancer. Because of you, Lynn's legacy lives on.

Light the Way to Find a Cure – The LSCRF campaign that lights the city pink in October, peaked with 144 participants. The campaign's mission is to remind women about the importance of early detection and to offer comfort and support to survivors and all those affected by breast cancer.

Chicago Supports LSCRF – In October, LSCRF Administration received a call from the office of Mayor Richard M. Daley. The Mayor's office graciously offered a photo opportunity with the entire LSCRF Board of Directors in front of Buckingham Fountain, which was lit pink for the month of October. To top off the occasion, the Mayor's wife, Maggie, arrived "arm-in-arm" with the Mayor.



Lili Ann Zisook, Executive Board Member and Past Chair; Ellen O'Connor, Deputy Director for Chicago Aviation for O'Hare and Midway International Airports. We are grateful for Ellen's assistance in coordinating the photo with the Mayor and Mrs. Daley.



Chicago's Mayor and First Lady, Richard M. and Maggie Daley, and the LSCRF Board of Directors in front of Chicago's Buckingham Fountain, which lit pink as part of the 2010 Light the Way to Find a Cure Campaign.

Lynn Sage Cancer Research Foundation

To learn more about the foundation visit www.lynnsage.org or call 312-926-4274.

THIRD ANNUAL "BE MY VALENTINE" FAMILY EVENT GUARANTEED FUN FOR ALL AGES

In February 2010, the Third Annual "Be My Valentine" Family Event kicked off the year, taking place at the Four Season's Chicago. The event's popularity has blossomed from an attendance of 75 in the first year to more than 450 guests in 2010. Ashley Hemphill Netzky and Lara Shipp Shiffman co-chaired this year's successful event that raised \$120,000. Children's entertainer Justin Roberts headlined the event. Other activities included craft and cookie decorating stations, balloon animals, and even a "Slime Bar," where children could create their own colorful slime drinks. Next year's event, chaired by Julie Lampert and Jennifer Meyers, will occur on January 23, 2011 at the Ritz-Carlton Chicago. We hope you can join us!



Ashley Hemphill Netzky and Lara Shipp Shiffman, 2010 Event Co-Chairs



Three children enjoy their own creation from the "Slime Bar", provided by Platinum Events.



Doug Warshauer, Susan Warshauer, Executive Board Member, and two of their children.



SUNDAY, JANUARY 23, 2011
10:00 A.M. TO 1:00 P.M.
ADULTS \$85, CHILDREN \$55
 BRING YOUR CHILDREN AND GRANDCHILDREN
(MAXIMUM OF 2 CHILDREN PER ADULT)
 (MAXIMUM OF 2 CHILDREN PER ADULT)
**WE ARE EXCITED TO BE
 BACK AT THE RITZ-CARLTON!**
RITZ-CARLTON CHICAGO
160 EAST PEARSON STREET
DISCOUNTED VALET PARKING AVAILABLE
2011 EVENT CO-CHAIRS
JULIE LAMPERT
JENNIFER MEYERS
EVENT COMMITTEE

| | |
|--------------------------|------------------------|
| JOANNA AARON | STEPHANIE LIEBER |
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| LINDSEY LEE GELL | ASHLEY HEMPHILL NETZKY |
| ALLISON ZISOOK GOLDSTEIN | SUSAN WARSHAUER |
| CYNTHIA WEISBERG | KARA MORTON |
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| DALE KLEIN | EILEEN KAHN STEIN |
| LISA KLEIN | GRACY WALSH |
| BOBBI MITCHELL LEVINGSON | |

**PURCHASE TICKETS TODAY AT WWW.LYNNISAGE.ORG OR FOR MORE INFORMATION
 CALL NORTHWESTERN MEMORIAL FOUNDATION AT 312-926-7133.
 WE EXPECT THIS EVENT TO SELL OUT, SO BUY YOUR TICKETS AS SOON AS POSSIBLE.**

THANK YOU

Thanks to you, our many friends and donors, the Lynn Sage Cancer Research Foundation has never been stronger. In the past five years, the Lynn Sage Cancer Research Foundation has increased its revenue from contributions by 110% to \$1.4M a year. At the same time, we have decreased our administrative costs from 15% of revenue to 6%, which means we can direct more money to breast cancer research and educational initiatives at Northwestern Memorial Hospital and the Robert H. Lurie Comprehensive Cancer Center of Northwestern University.

SUPPORT FROM DOMINICK'S



From Dominick's: Jeff Norkiewicz, Marketing VP; Jeff Buchanan, Operations VP; Don Keprta, President From LSCRF: Priscilla Page, Administrator; Terri Lind, Executive Board Member; Steven T. Rosen, MD, Board Member; David Sack, Northwestern Memorial Foundation Director; Andrea M. Gordon, Chair.

THE 19TH ANNUAL *PLAY FOR THE CURE* GOLF OUTING – PLAYERS HIT THE GREEN TO FUNDRAISE FOR BREAST CANCER

The 19th Annual Play for the Cure Golf Outing took place on June 21 at Glen View Club in Golf, IL. This year's outing drew over 100 golfers and raised more than \$130,000. Dr. Steven T. Rosen and Nora Spak chaired the event. On this picturesque day, the golfers hit them straight and long. The 20th Annual *Play for the Cure* Golf Outing will occur at Evanston Golf Club on June 20, 2011.

Clockwise from top left: Sanford Kahn with wife Judy Kahn, Executive Board Member, and son Robert Kahn

Father and daughter, Jay Spak and Jodi Kirsch.

Terri Lind, Executive Board Member; Charlene Lieber, Executive Board Member and Past Chair; Lili Ann Zisook, Executive Board Member and Past Chair; Nancy Resnick, Supporter; group photographed in front of Hole-in-One Mercedes-Benz, donated by Resnick Automotive.

Linda Weinstein, Executive Board Member and Immediate Past Chair; Andrea M. Gordon, Chair; Stephen C. Falk, Northwestern Memorial Foundation President; Meta Berger, Executive Board Member and Past Chair.



FIRST ANNUAL SUMMER SOIREE ATTRACTS NEW AND YOUNGER AUDIENCE TO BREAST CANCER CAUSE



The first annual Summer Soiree took place on July 29 at the Standard Club. Event co-chairs Allison Zisook Goldstein, Justin Jacobson, Kara Norton, and Ashley Zisook, planned the cocktail party that attracted over 200 guests who danced the night away. The Platinum Dance Crew built excitement and proved to be a highlight of the night.



Clockwise from top left: Jason Erkes and Devra Shutan, Executive Board Member

Eileen Kahn Stein and Roz Lax, Executive Board Members

Julie Lampert, Executive Board Member; Jennifer Meyers, Board Member; and Yafa Wiesman

Allison Zisook Goldstein, Justin Jacobson, Ashley Zisook, and Kara Norton, Event Chairs

25TH ANNIVERSARY CITY OF PINK PROMISE FALL BENEFIT – A GRAND SUCCESS

The *City of Pink Promise* Fall Benefit, held on October 22 and chaired by founding board members Charlene Lieber, Terri and Barry Lind, and Lili Ann and Richard Zisook raised \$750,000. Keynote Speaker Rob Lowe entertained and engaged the audience with his personal story and his dynamic question and answer session. Desirée Rogers enthusiastically emceed the event. The event showcased an inspirational video produced by TEO Creative, *Because of Lynn Sage*, which involved 25 participants including researchers, physicians, supporters, and survivors. Chicago's best designers: BBJ Linen, Heffernan Morgan Event Design, Kehoe Designs, RJ Designs, and Ronsley Special Events worked together to create an atmosphere of beauty. The silent auction of 161 designer and collectible purses raised \$74,000, more than doubling the previous year's auction. A Mercedes-Benz, donated by Resnick Automotive, was auctioned off live, bringing in an additional \$55,000.



Clockwise from top left: Lili Ann Zisook, Event Co-Chair; Rob Lowe; Steven T. Rosen, MD, Board Member; Terri Lind and Charlene Lieber, Event Co-Chairs

Ross Erlebacher with wife Susan Silver Erlebacher, Executive Board Member, with her parents, Sandy and Bob Silver

Nita Soref, Marlene Bilsky, and Ellen Soren, Executive Board Member, Past Chair and Purse Auction Chair

Carson Pirie Scott, Event Sponsor; Robin Adams, Carson's Ford City Store Manager; Audrey Malloy, Carson's Matteson Store Manager; Steve Byers, The Bon-Ton Stores, Inc. Vice Chairman; Rob Lowe; Andrea M. Gordon, LSCRF Chair; Bud Bergren, The Bon-Ton Stores, Inc. President and CEO; Christine Hojnacki, Special Promotions and Publicity VP

Samantha Kaplan, Board Member; Susan Newman, Executive Board Member

Rob Lowe, with Stephanie Lieber, Vice Chair



LYNN SAGE CANCER RESEARCH FOUNDATION IN APPRECIATION OF OUR SILVER SPONSORS

Thank you for supporting 25 years of fundraising to foster innovative contributions to the understanding, research and treatment of breast cancer!

Meta S. and Ronald Berger
Family Foundation

Neil G. Bluhm

Keith and Arlene Bronstein
and Family

Butler, Rubin, Saltarelli, and Boyd
LLC and Andrea M. Gordon

Crown Family Philanthropies

Daniel and Karen Lee

Barry and Terri Lind

Ann Lurie

The Malkin Family

Sandra and Howard Mandell

Cari and Michael J. Sacks

Ellen Soren Family Foundation

Eileen and Rob Stein and

Jill and Paul Meister

Richard and Lili Ann Zisook

Family Foundation



DEDICATED TO

the courageous spirit of Lynn Sage, the Foundation supports innovative contributions to the understanding, research and treatment of breast cancer.