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Breast Cancer Research Foundation transforms lives through research

he Mission of the Breast Cancer Research Foundation (BCRF) is to prevent and cure breast cancer by advancing the world's most promising research. It all started in 1993 at Evelyn H. Lauders (daughter-in-law to the cosmetic industry mogul, Estée Lauder) kitchen table. She and her dear friend Dr. Larry Norton began a conversation that



would, over time, change breast cancer history.

Recognizing
the power of
research and
its potential
to change the
lives of millions of
women and men
worldwide, they
realized that
to tackle this
disease a new approach

was critical.

Mrs. Lauder, along with Dr. Norton and her husband, Leonard, committed then and there to change that. They believed research was the way forward and founded BCRF on the belief that funding was the only obstacle standing between breast cancer and a cure. They commit a record \$58.6 million dollars in *continued on page 8*

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