Jon Bon Jovi helps The Breast Cancer Research Foundation raise more than $1.4 million at Boston Hot Pink Party

Boston, Mass., May 21, 2014 – On Tuesday, May 20, The Breast Cancer Research Foundation (BCRF) raised more than 1.4 million at its 9ᵗʰ annual Boston gala. Founded by Evelyn Lauder in 1993, the New York nonprofit has invested more than $48 million to support New England physicians and scientists at leading medical institutions.

"Boston is especially important to BCRF," said **Leonard Lauder**, Chairman of The Breast Cancer Research Foundation. "New England as a whole is home to 32 of our 217 grantees. The caliber of Boston's institutions is unparalleled, and the progress being made by the city's best and brightest is extraordinary."

The "Bright Lights, Big City" themed benefit drew more than 600 guests to the InterContinental Hotel and featured a special performance from rock star **Jon Bon Jovi**. **New England Patriots Coach Bill Belichick** introduced the award-winning recording artist, who played a 20-minute set including "Livin' on a Prayer," "Who Says You Can't Go Home," and an inspirational rendition of The Beatles' "Here Comes the Sun."

"We couldn't be more thrilled to have Jon Bon Jovi join us in our fight against breast cancer, " said BCRF President & CEO Myra Biblowit. "And, of course, we are ever grateful for Boston's enduring support. Thanks to the city's incredible generosity, we raised a record-breaking $1.4 million—funds we can invest right back into New England."

Jon Bon Jovi volunteered his time and talent to pay tribute to friends **Notre Dame Head Football Coach Brian Kelly and his wife, Paqui,** who were honored with BCRF's Humanitarian Award. A two-time breast cancer survivor, Paqui Kelly created the Kelly Cares Foundation with her husband to raise breast cancer awareness and support initiatives in health, community and education.

This year marked the Boston debut of BCRF's Unsung Hero Award, an integral part of the foundation's New York Hot Pink Party that honors individuals who have gone beyond the call of duty to stand by friends throughout the hardships of breast cancer. BCRF Advisory Board member Donna Stearns was honored with this award by close friend and breast cancer patient, Darby Stott.

Kelley Tuthill of WCVB-TV News Center 5 emceed the evening while event chairs included **Linda Holliday, Elisha Daniels, Linda Waintrup** and **Donna Stearns.** Honorary chairs included **Teresa Heinz, Nancy and Rick Kelleher, Leonard Lauder** and **Carolyn and Peter Lynch,** while **Lynn Dale, Trisha Pérez Kennealy, Sharon Shane,** and **Darby Stott** acted as vice chairs.

Notable guests included **Bob Kraft, Kay Bernon, Penny Fireman, Bianca de la Garza, Corinne Grousbeck, Michele and Howard Kessler, Sandy Krakoff, Stacey and Larry Lucchino, Elena Matlack, Gretchen Pace, Lisa Pierpont, Judie Schlager** and **Simone Winston.**

The event's underwriters included Brooks Brothers, Karen and Rob Hale, Nancy and Rick Kelleher, The Leonard & Evelyn Lauder Foundation, and Saks Fifth Avenue.

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About The Breast Cancer Research Foundation®
The Breast Cancer Research Foundation advances the world's most promising research to eradicate breast cancer in our lifetime. Founded by Evelyn H. Lauder in 1993, BCRF has raised more than $500 million to fuel discoveries in tumor biology, genetics, prevention, treatment, survivorship and metastasis. This year, we invested $45 million in the work of more than 200 researchers at leading medical institutions across six continents. By spending 91 cents of every dollar on research and public awareness, BCRF remains one of the nation's most fiscally responsible charities. We are the only breast cancer organization with an "A+" from CharityWatch, and have been awarded a 4-star rating from Charity Navigator 12 times since 2002. Join us at www.bcrfcure.org.