

TIMELINE

OVERVIEW OF HISTORICAL MOMENTS

THE ESTÉE LAUDER COMPANIES' BREAST CANCER AWARENESS CAMPAIGN

1991 Mrs. Evelyn H. Lauder, Senior Corporate Vice President of The Estée Lauder Companies, serves as guest editor of *SELF's Breast Cancer Report*, the first comprehensive story about breast health to appear in a women's magazine.

1992 Evelyn Lauder partners with then *SELF* Magazine's Editor-in-Chief, Alexandra Penney, to create a symbol for breast cancer awareness: the **Pink Ribbon**. The Estée Lauder Companies' **Breast Cancer Awareness (BCA) Campaign** launches in October, distributing 1.5 million Pink Ribbons and 1.5 million "Breast Self-Exam" instruction cards at 2,500 Estée Lauder counters across the U.S.

More than 200,000 people sign petitions urging the White House to push for increased funding for breast cancer research.

The Evelyn H. Lauder Breast Center at Memorial Sloan-Kettering Cancer Center in New York City opens. This new Breast Center was a result of Evelyn Lauder's successful fundraising drive, initiated in 1989, that raised in excess of \$18 million. This Breast Center was the first-ever breast and diagnostic center that became a model for similar facilities around the world.

1993 The **Breast Cancer Research Foundation® (BCRF)** is established to address the crucial lack of funding for coordinated research in the private sector. Four of The Estée Lauder Companies' brands – Estée Lauder, Clinique, Prescriptives and Origins, begin to offer a gift of a pink enamel pin in exchange for a minimum \$10 donation "pledge," raising almost \$300,000 for BCRF.

President Clinton signs a proclamation naming October 19th National Mammography Day.

1994 The BCA Campaign is launched in 14 international markets.

1995 Estée Lauder's Spokesmodel Elizabeth Hurley becomes Spokesperson for The Estée Lauder Companies' BCA Campaign.

2000 The BCA Campaign's Global Landmark Illuminations Initiative is launched to raise awareness in a new and dramatic way. In its first year, 26 landmarks in 22 countries are symbolically lit in bright pink lights.

2001 More than four million Pink Ribbons and educational materials are given away in October at The Estée Lauder Companies' counters around the world.

More than 40 of the world's First Ladies and other dignitaries participate in the second annual Global Landmark Illuminations Initiative.

2002 On October 1st, *The New York Times* is delivered to homes around the country in a special pink plastic bag to raise awareness for breast cancer.

2003 74 historic landmarks in 28 countries are illuminated, including Sydney Opera House, Niagara Falls and the Empire State Building.

The **Ribbon of Light Campaign** is launched. Hundreds of "human ribbons," with glowing pink candles, flashlights or balloons, populate parks, college campuses and plazas around the world.



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2005 The BCA Campaign reaches a milestone, having distributed 60 million Pink Ribbons and millions of informational brochures since its inception.

119 historic landmarks in more than 40 countries are illuminated including Kensington Palace, Niagara Falls, the Panama Canal and Tokyo Tower.

2007 The BCA Campaign's theme – *Win the Fight Against Breast Cancer* – is created by Marisa Acocella Marchetto, cartoonist and author of the graphic memoir *Cancer Vixen*, which tells of her battle and triumph over breast cancer.

2008 A new BCA Campaign initiative is launched, encouraging countries to designate their own World Pink Ribbon Ambassadors, which include First Ladies, politicians and celebrities.

Over 200 global landmarks are illuminated including the Tower of London, the Taj Mahal Palace and Tower Hotel, Korea's Cheonggye Square and Creek, The Concert Hall in Amsterdam, Argentina's Congreso de la Nación, and the pylons at Los Angeles International Airport.

2009 The Pink Ribbon goes "green," made entirely from recycled material, combining the messages of hope and responsibility. The new and greatly enlarged Evelyn H. Lauder Breast Center at Memorial Sloan-Kettering Cancer Center opens.

By the end of October, over 100 million Pink Ribbons are distributed and The Estée Lauder Companies and its retail partners have contributed or raised more than \$40 million for BCRF.

2010 Over 70 countries around the world participate in the BCA campaign.

By the end of October, nearly 110 million Pink Ribbons and millions of informational brochures are distributed worldwide.

The Estée Lauder Companies' BCA Campaign sets a first-time Guinness World Record entitled "Most Landmarks Illuminated for a Cause in 24 Hours." Landmarks illuminated for this record include the Empire State Building in New York City, the remains of the Old City of Jaffa in Israel, Tokyo Tower in Japan, and Zappeion in Greece, among others.

2011 Since its inception in 1993, BCRF has raised over \$315 million – approximately \$36 million in fiscal year 2011 alone

November 12, 2011: BCA and BCRF founder Evelyn H. Lauder passes away, surrounded by her family in New York City. In lieu of flowers, the family suggests that donations may be made to The Breast Cancer Research Foundation®, Evelyn Lauder Founder's Fund: www.bcrfcure.org or 60 East 56th Street, 8th Floor, New York, NY 10022.

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