

Elizabeth Hurley



SPOKESMODEL, ESTÉE LAUDER AND THE ESTÉE LAUDER COMPANIES' BREAST CANCER AWARENESS CAMPAIGN

Q: Why is raising awareness of breast cancer important to you?

A: My grandmother had breast cancer, as have a number of my friends. This is a disease that touches everyone. We all know someone – a grandmother, friend, mother, aunt, sister, cousin, co-worker – who has battled breast cancer. Now more than ever it is important to get the message out. Survival rates are rising and each year we get closer and closer to a cure for this disease. We now know that if a breast cancer is detected early, it is 98% curable.

Q: What is your official role with The Estée Lauder Companies' Breast Cancer Awareness Campaign?

A: Every October, I partner with Evelyn Lauder, my good friend and the Company's Senior Corporate Vice President. We visit different cities around the world to inspire men and women to seek information about early detection and breast cancer. This year, our Campaign theme is "World Pink. World Without Breast Cancer. Wear a Pink Ribbon. Make a Difference."

Q: When did you get involved with the Breast Cancer Awareness Campaign?

A: Evelyn first asked me to join her in 2000, when we launched the Global Landmarks Illumination Initiative. I've traveled to many countries with Evelyn illuminating landmarks to raise awareness, including Canada, the U.S., UK, Ireland, Italy and Australia. In 2000, we had no idea how powerful and far reaching this program would become. We now illuminate more than 200 landmarks each year, reaching billions of people with our message.

Q: Do you have a particularly touching or inspiring story about your involvement with the Campaign?

A: I have met thousands of women who are breast cancer survivors. When I make an appearance at a retailer, many of them come to meet me. They are all remarkable women and I feel inspired to keep fighting to beat this disease every time I shake one of their hands. Also, the employees of The Estée Lauder Companies have been amazingly supportive of the cause. The Company has programs in 60 countries, and at the end of October 2008 will have given away more than 80 million pink ribbons, millions of informational brochures and raised millions of dollars through the sale of several incredible products. Everywhere I travel, I meet people who are aware of breast cancer because of something someone at a Company counter said to them or because they saw an illumination and decided to get a mammogram. If we help even one person, it's worth it.

Q: What is your involvement with The Breast Cancer Research Foundation?

A: I donate a lot of my time every October to travel around the world raising funds and awareness for breast cancer. I've visited many U.S. cities, as well as Canada, France, Australia, the UK, Ireland, Italy and Germany, and there are many more countries to come. At all my appearances I try to sell as many of the specially created Elizabeth lipgloss sets as possible because its sales support Estée Lauder's donation to the cause. Each year Evelyn hosts an annual gala to benefit The Breast Cancer Research Foundation and I serve as Mistress of Ceremonies. Sir Elton John is also involved with the event, as he is a huge supporter of this cause. This event raises millions of dollars in one night – an extraordinary feat.
