

Quick Facts

A brief overview of the efforts of Evelyn H. Lauder, Senior Corporate Vice President of The Estée Lauder Companies, to raise awareness of the importance of breast health and raise funds for The Breast Cancer Research Foundation.



1988

Mrs. Evelyn H. Lauder gets involved with the “Look Good...Feel Better” program, an initiative of the Cosmetic, Toiletry and Fragrance Association (now called the Personal Care Products Council Foundation), which helps women with cancer cope with the physical side effects of radiotherapy and chemotherapy by providing makeup artists and hairstylists to demonstrate skin care, makeup and wig styling.

1989

Evelyn Lauder joins the Board of Memorial Sloan-Kettering Cancer Center and initiates a fund drive that raises over \$18 million to establish the first-ever satellite breast and diagnostic center. Later named the Evelyn H. Lauder Breast Center, it is the first center of its kind, created to meet the specific medical, psychological and non-medical needs of breast cancer patients, as well as those who may be at higher-than-average risk for the disease. The concept of having coordinated services under one roof had never before existed in a medical center.

1991

Alexandra Penney, Editor-in-Chief of *SELF* magazine, invites Evelyn Lauder to be guest editor of the magazine’s October Breast Cancer Report. Mrs. Lauder develops a unique, comprehensive and pragmatic report on breast cancer.

The American Cancer Society deems Mrs. Lauder’s report so valuable to women that it makes 345,000 reprints of the special section available for free distribution through 3,000 branch offices nationwide.

1992

The Evelyn H. Lauder Breast Center at Memorial Sloan-Kettering Cancer Center opens its doors and becomes a worldwide model for offering coordinated supportive services for one disease under one roof, a concept which subsequently was replicated in other institutions and for other diseases.

Evelyn Lauder and Alexandra Penney of *SELF* magazine create the Pink Ribbon that today has become the worldwide symbol of breast health.

The Estée Lauder Companies’ Breast Cancer Awareness (BCA) Campaign is launched in October with broad distribution of the Pink Ribbon. The BCA Campaign distributes 1.5 million Pink Ribbons and 1.5 million “Breast Self-Exam” instruction cards through 12,000 beauty advisors at 2,500 Estée Lauder counters across the U.S.

SELF magazine supports the breast cancer awareness effort by publishing its second 10 page report and directing readers to Estée Lauder counters to pick up a free Pink Ribbon and sign a pink petition card. More than 200,000 people sign Pink Ribbon petitions urging the White House to push for increased funding for breast cancer research.

1993

Evelyn Lauder and Alexandra Penney deliver the Pink Ribbon petitions to First Lady Hillary Rodham Clinton at a special ceremony at the White House in May.

Evelyn Lauder establishes The Breast Cancer Research Foundation (BCRF) in October to fill a critical need for research funds.

President Bill Clinton signs a proclamation declaring October 19th to be National Mammography Day.

Over 3 million Pink Ribbons are given away at more than 5,000 Estée Lauder counters.

Four of The Estée Lauder Companies brands, Estée Lauder, Clinique, Prescriptives and Origins, introduce a “gift with pledge,” in which customers receive a gift of a pink enamel pin in exchange for a minimum \$10 donation “pledge” to BCRF. Almost \$300,000 is raised for BCRF.

1994

The BCA Campaign is launched in 14 international markets, establishing the Pink Ribbon as a universal symbol.

Evelyn Lauder publishes her first book of photographs, *The Seasons Observed*. All her royalties from the sale of the book benefit BCRF*.

2000

The Estée Lauder brand Spokesmodel Elizabeth Hurley becomes a Spokesperson for The Estée Lauder Companies’ Breast Cancer Awareness Campaign.

The Estée Lauder Companies launches its “Global Landmarks Illumination Initiative,” in which historic landmarks are symbolically covered in pink lights. Evelyn Lauder and Leonard Lauder travel to Australia to attend the Olympics and raise awareness by illuminating the Museum of Contemporary Art in Sydney. In total, 26 landmarks in 22 countries around the world are lit up pink.

2001

More than 4 million Pink Ribbons and educational materials are given away in October at The Estée Lauder Companies’ counters around the world.

Over 40 of the world’s First Ladies and other dignitaries participate in the second annual Global Landmarks Illumination Initiative, officiating at ceremonies to bathe significant global landmarks in pink light.

2002

Evelyn Lauder publishes her second book of photographs, *An Eye for Beauty*. Once again, all her royalties from the book benefit BCRF.*

As part of the third annual Global Landmarks Illumination Initiative, numerous monuments around the world are illuminated for the first time in pink light. On October 1st, *The New York Times* is delivered to homes around the country in a special pink plastic bag (instead of its usual blue plastic bag) to raise awareness for breast cancer.

The New York Jets and the Jets Women's Organization honor Evelyn Lauder for her work on behalf of breast cancer by having her toss a coin before a game and presenting her with a \$25,000 donation to BCRF.

Evelyn Lauder is honored with the Award for Excellence in Philanthropy from The Society of Memorial Sloan-Kettering.

2003

Estée Lauder's Elizabeth Pink lipstick is named for Company Spokesmodel Elizabeth Hurley and is created to mark the 10th Anniversary of BCRF.

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

The Estée Lauder Companies' *Ribbon of Light* Campaign is launched to complement the annual Global Landmarks Illumination Initiative. Hundreds of "human ribbons" are created in parks, on college campuses and in plazas around the world. Each "ribbon" is composed of hundreds or thousands of people with glowing pink candles, flashlights or balloons to raise awareness for breast cancer.

2004

In a bold move, The Estée Lauder Companies' famed Pink Ribbon *Turns Up the Heat on Breast Cancer* in October by changing its color to hot pink and drawing additional attention to the ongoing achievements in the fight against breast cancer.

To celebrate the 5th Annual Global Landmarks Illumination Initiative, Evelyn Lauder and Elizabeth Hurley kick off Breast Cancer Awareness month on the world-famous Las Vegas Strip by lighting The Venetian Hotel in a blaze of pink light. Celebrities and VIPs, including tennis champion André Agassi and Chef Thomas Keller, of the restaurants French Laundry, Per Se and Bouchon Famie, help draw tremendous public attention to the event and raise awareness for breast cancer.

2005

Evelyn Lauder, Elizabeth Hurley and Sean "Diddy" Combs host a celebrity-studded cocktail party during New York's Fashion Week to *Give Breast Cancer the Pink Slip!*, kicking off the Company's 2005 BCA Campaign and premiering a super-sexy pink slip designed by Sean "Diddy" Combs sold at Bloomingdale's, with all proceeds going to BCRF.

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 Niagara Falls, Kensington Palace, the Tokyo Tower and the Panama Canal.

2006

Evelyn Lauder draws on her years of experience working with doctors and nutritionists at leading hospitals, as well as her own eating instincts, to publish her first cookbook, *In Great Taste: Fresh, Simple Recipes for Eating and Living Well*. The book's October release coincides with Breast Cancer Awareness Month, and all of her royalties from the book go to BCRF.*

Total number of Pink Ribbons distributed worldwide reaches more than 65 million.

Over 150 national landmarks in 50 countries are illuminated, including London's Nelson's Column, Taiwan's Taipei 101 Tower, Shanghai's Nan Pu Bridge, Berlin's Brandenburger Tor and Paris' Town Hall.

Evelyn Lauder is recognized for her many contributions to breast cancer and the field of philanthropy in *New York* magazine's "Influentials" issue.

2007

Evelyn Lauder receives the American Society of Clinical Oncologists Award for her lifetime commitment to breast cancer.

The BCA Campaign prepares for a showdown in the battle against breast cancer as it sets its sights on one goal – to *Win the Fight Against Breast Cancer*. The new Campaign Theme 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.

180 historic landmarks in 59 countries are illuminated.

Since its inception, BCRF has raised more than \$190 million. Of that amount, The Estée Lauder Companies and its retail partners contribute more than \$30 million.

Worldwide, the BCA has distributed more than 77 million Pink Ribbons and millions of informational brochures.

2008

The Estée Lauder Companies' 2008 Breast Cancer Awareness Campaign unveils a new message: *"World Pink. World Without Breast Cancer.™ Wear a Pink Ribbon. Make a Difference."* which encapsulates the spirit of bringing people together from all walks of life to find a cure for breast cancer.

By October 2008, the BCA Campaign distributed more than 80 million Pink Ribbons and millions of informational brochures worldwide through the Company's brand counters. It is present in 60 countries.

To date, The Estée Lauder Companies and its retail partners have raised more than \$35 million for BCRF.

The BCA Campaign launches a new initiative whereby countries designate their own World Pink Ribbon Ambassador (WPRA) to represent the BCA Campaign. The Ambassadors consist of First Ladies, celebrities and politicians who are passionate about breast health and finding a cure.

Over 200 landmarks are illuminated all over the world including the Tower of London, the Taj Mahal Palace and Tower Hotel, Korea's Cheonggyecheon Creek, The Concert Hall in Amsterdam, Argentina's Congreso de la Nación, and the Los Angeles International Airport (LAX) Pylons.

2009

Over 70 countries participate in The Estée Lauder Companies' Breast Cancer Awareness Campaign and unite under one common theme: *"World Pink, World Without Breast Cancer.™ Wear a Pink Ribbon. Make a Difference™."* with the belief that if we join together as one voice, lives can be saved and a cure can be found in the not too distant future.

By the end of 2009, over 85 million Pink Ribbons will have been distributed and The Estée Lauder Companies' will have raised more than \$40 million for BCRF.

The Pink Ribbon goes green and is made entirely from recycled material, fusing the message of hope and breast cancer awareness with the growing movement towards sustainability.

The Estée Lauder Companies' celebrates the 10th Anniversary of the Global Landmark Illumination Initiatives and illuminates more than 200 landmarks throughout the world, including more airports and government buildings than ever before.

The World Pink Ribbon Ambassador Initiative gains more momentum during its 2nd year of existence. First Ladies, celebrities and politicians, all fierce advocates for breast cancer continue to bring a unique, engaging voice to their respective countries, while helping to unify the campaign as a whole.

To date, The Breast Cancer Research Foundation has raised more than \$250 million for translational research and awareness.

*Since 1990, all proceeds from the sale of Evelyn Lauder's photographs, including sales from several of her exhibitions, and her three books benefit The Breast Cancer Research Foundation.

Contact: Jennifer Mann, Global Communications THE ESTÉE LAUDER COMPANIES INC. 767 Fifth Avenue, New York, NY 10153 Tel: 212 -572 -4402 • Fax: 212 -893 -7782, jemann@estee.com
