



Press Release – Beverly Hills – 10/10/2017

It's time to end Breast Cancer

One Thursday , 5th October ladies gathered at the [Beverly Hills \(https://www.tsogosun.com/beverly-hills\)](https://www.tsogosun.com/beverly-hills) , uMhlanga dressed in pink to show their support for Breast Cancer, and were treated to a sublime luncheon and great conversation.

The focus of the luncheon was breast cancer awareness and the campaign which started 25 years ago by visionary - Evelyn H. Lauder. Women around the world were dying from breast cancer and no one was talking about it. Troubled by the lack of awareness, funding and resources necessary to overcome this disease, Evelyn decided to do something about it. She co-created the Pink Ribbon and the rest is history.

In 1992, she launched The Estée Lauder Companies' Breast Cancer Awareness Campaign (now known as The Breast Cancer Campaign) and began handing out pink ribbons at the brands' beauty counters around the world. A year later, Evelyn founded the Breast Cancer Research Foundation® (BCRF), a non-profit organization, to generate funding that would be solely dedicated to breast cancer research.

Evelyn sparked a movement, bringing together employees, customers, women, researchers, leaders and people touched by the disease to help find a cure.

Stated, Devni Naidoo, Human Resources Director of Estee Lauder, "On this 25th Anniversary of The Campaign, we honour Evelyn's legacy and her pioneering vision. Through our unwavering support of funding breast cancer research, education and medical services, The Estée Lauder Companies' global commitment is stronger than ever.'

John de Canha, General Manager of the hotel, concluded 'We are proud to be associated with Estee Lauder and salute their commitment to end breast cancer. Our partnership for this lunch emphasizes the brand synergy, and it is very heart-warming to see so many ladies come out in support of this worthy cause.'" A percentage from the luncheon will be donated to Look Good Feel Foundation.

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