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2011 KOMEN ORANGE COUNTY AFFILIATE PINK TIE BALL® MEETS GOAL, KNOCKS BREAST CANCER OUT OF THE PARK

COSTA MESA, Calif., May 16, 2011—The 2011 Pink Tie Ball, hosted by the [Orange County Affiliate of Susan G. Komen for the Cure](#), was a night of hope and community support for a cure for breast cancer. Hosted at Angel Stadium of Anaheim on Komen Orange County's "field of dreams," the May 14 gala exceeded last year's fundraising efforts and met its goal of netting \$310,000 to provide vital breast health services for underserved Orange County women

More than 375 guests attended the Ball, which was a rare gala actually held down on the field. Staff and more than 160 volunteers donated their time to help make the evening possible. Those in attendance, including local community and business leaders, breast health advocates, Komen Orange County Pink Tie Guys and breast cancer survivors, came together to raise money to end breast cancer forever.

Funds were raised through sponsorships, ticket sales and revenue opportunities throughout the evening. The Ignite Your Promise pledges raised \$114,900 alone at the Pink Tie Ball, including \$64,900 in pledges and two \$25,000 matching gifts from Major League Baseball – the largest philanthropic giving for Ignite Your Promise in the event's history. Seventy-five percent of the money raised at the Ball will support local programs dedicated to the breast health needs of the local community and 25 percent will fund cutting-edge breast cancer research.

The Ball was led by an inspiring trio of philanthropic power couples: chairs Trish Coury and Michael Gustafson, with co-chairs Analisa and Bruce Albert, and Marica Pendjer and John Miller. The event's **Founding Sponsors** were The Allergan Foundation, Lee Ann Canaday (The Canaday Group) and Harald Herrmann (Yard House Restaurants); **Gold Sponsors** were Julia and George Argyros (Argyros Family Foundation) and Saks Fifth Avenue; and **Silver Sponsors** were Wylie and Bette Aitken (Aitken * Aitken * Cohn), Angels Baseball, Clariant, Inc., and Lawrence Pasternack and Chereen Langley. (See addendum for additional sponsors.)

"We are so grateful for the generosity of the Orange County community in helping us achieve our fundraising goal," said Lisa Wolter, executive director of the Komen Orange County Affiliate. "The Pink Tie Ball is a vitally important event that helps Komen continue to provide underserved women and men with access to life-saving breast health care and education at a time when the need is especially great."

"The hard work, dedication and commitment of everyone involved with the Pink Tie Ball makes this event a success year after year," said Trish Coury, chair of the 2011 Pink Tie Ball. "We are very thankful to everyone who participated and helped make this event possible."

The event featured an atmosphere splashed in pink to inspire the cure, with the lush green outfield of Angel Stadium serving as a backdrop for the evening. Guests were greeted and escorted down onto the field by students from the Sunburst Youth Challenge Academy, an at-risk youth program run by the California National Guard in partnership with the Orange County Department of Education.

Opportunities to raise money for the cure included a silent and live auction with various prizes, including an exclusive catered culinary adventure at the winner's home, a seven-night stay in Tuscany to explore the delights of Italy, seven nights at a castle in the south of France along with airfare for two, a ride for two aboard the Goodyear Airship *Spirit of America* and the ultimate shopping adventure from Saks Fifth Avenue at South Coast Plaza (see addendum).

Another highlight: for a donation of \$100 apiece, guests participated in the "Angels for Hope" opportunity drawing to collect one of 200 Rawlings Official Major League baseballs. Included among the baseballs for 10 lucky donors were 10 limited edition commemorative Angels' 50th anniversary baseballs signed by Angel players, including Tim Salmon, Joel Pineiro, Torii Hunter and Bobby Abreu. A Black, Starr & Frost-donated Baume & Mercier 18-karat white gold women's watch with a white mother-of-pearl face and eight diamonds (valued at \$10,000) was the grand prize given to Analisa Albert, who held the chosen "Angels for Hope" baseball.

Guests savored culinary delights from The White House of Anaheim and Bluewater Grill, with wines donated by Trincherro Family Estates Winery. The exquisite three-course dinner featured salade printanière, a dual entrée of filet mignon and halibut, and Strawberries Melba for dessert. Live entertainment was provided by the Jay Sterling Band.

In addition to the Pink Tie Ball, the Komen Orange County Affiliate maintains year-round endeavors, including ongoing breast health outreach to the local community and major fundraising events such as the Race for the Cure[®], celebrating its 20th annual year on Sunday, Sept. 25, 2011. Together with all Affiliates, Susan G. Komen for the Cure is the world's largest source of nonprofit funds dedicated to ending breast cancer at every stage – from the causes to the cures and the pain and anxiety of every moment in between.

ABOUT SUSAN G. KOMEN FOR THE CURE[®]

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure[®], we have invested nearly \$1.9 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

For more information on the Orange County Affiliate of Susan G. Komen for the Cure, please visit www.komenoc.org or call 714-957-9157.

ADDENDUM

Live auction winners are as follows:

- "Luxury at the Resort at Pelican Hill." Two-night stay in a luxury Pelican Hill bungalow: Angela Lee
- "Rare Ride on the Goodyear Airship 'Spirit of America'." Priceless experience and the ride of a lifetime: Lawrence Pasternack
- "Week in Tuscany." Two-bedroom condo for up to six people in the charming village of San Quirico d'Orcia: Burt Jolly

- “Saks Fifth Avenue shopping experience.” Shopping extravaganza at Saks Fifth Avenue and South Coast Plaza: Sonya Zamora
- “Castle in France.” Seven-night stay at a 19th century castle just south of Paris, plus airfare for two: Harald Herrmann
- “Anaheim White House Catering dinner for 10.” Catered four-course feast in your home: Estela Riela
- “Angels game with MLB Hall of Famer Rod Carew.” Ten tickets for an Angels Suite with Rod Carew, plus \$500 for food and beverage: Robert Clark

Additional sponsors are as follows:

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