



For Immediate Release

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## **Price Chopper Hosts First Annual Breast and Ovarian Cancer Research Progress Report**

### ***Public Invited to Learn About Research Funded By The Breast Cancer Research Foundation***

(Schenectady, NY) -- Local business Price Chopper Supermarkets hosts its first annual "Breast and Ovarian Cancer Research Progress Report" at Proctor's GE Theater in Schenectady, NY on November 2, at 7pm. This is a rare opportunity for the public to get an insider's look into state-of-the-art research and treatment options. All are invited to listen and learn about developments in preventing and curing women's cancers directly from a renowned research team from the Dana-Farber Cancer Institute in Boston, whose studies are funded by The Breast Cancer Research Foundation.

Dr. Dirk Iglehart is a specialist on the genes that cause breast cancer to originate and to spread, and he leads a team dedicated to developing effective treatments that can target these genes and stop them in their tracks. Dr. Ursula Matulonis focuses on gynecologic malignancies and the genetic links between breast and ovarian cancers.

"The Breast Cancer Research Foundation's ability to support the most promising research to resolve breast cancer depends on the generosity of partners like Price Chopper which are dedicated to giving back and improving health" states Myra Biblowit, president of the Foundation. "Price Chopper is an example of corporate philanthropy at its very best."

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Giving back and making a difference is a theme that Price Chopper Supermarkets has long taken to heart. As a family-managed and employee-owned business with an associate workforce of over 25,000 people across 6 states the company prides itself on a long-standing dedication to philanthropy. Community involvement and volunteerism are encouraged on both a local and national level. And whatever the cause the fight is personal.

“As we look down the aisles of our stores and the hallways of our main office, we see a reflection of the world in which people are dealing with (breast) cancer, whether as patients, survivors or supporters,” said Mona Golub, VP public relations and consumer services for Price Chopper. “Given these tangible personal connections, we can’t imagine not supporting the research dedicated to finding its causes and cures,” she added.

October is National Breast Cancer Awareness Month. This is a fight that Price Chopper has waged for over 20 years. They are a multi-site flagship sponsor for the American Cancer Society’s “Making Strides” fundraisers in 3 New York state locations: Albany, Utica, Syracuse, as well as Burlington, VT; and Hartford, CT. And once again the cause is personal – Associates, customers and friends and family are all at risk. With Breast Cancer affecting 1 in 8 woman, most of us know at least one woman impacted by the disease.

It was that reality that inspired Price Chopper to team with The Breast Cancer Research Foundation to further support the search to find a cure. 3 years ago Price Chopper created their Breast Cancer Awareness – Join The Fight campaign. This is an annual in-store program that contributes 5 cents of the purchase of specially-marked Price Chopper brand products directly to BCRF’s innovative “Research in Action” program. This program directly funds research grants such as the ones being led by Drs. Iglehart and Matulonis at leading medical centers worldwide.

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“We are so very proud of our commitment to The Breast Cancer Research Foundation, which in turn funds researchers who are investigating the root causes of cancer,” said Price Chopper’s president and CEO, Neil Golub. “The spirit of our efforts is fueled by the fact that if root causes can be isolated, then cures can be developed,” he added. The hope is that a cure will be found soon. In the meantime, Price Chopper will continue to fight for the cause and their community.

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit organization dedicated to funding innovative clinical and translational research. In October 2009, nearly \$29 million will be awarded to 171 scientists across the United States, Canada, Latin America, Europe, the Middle East, and Australia. BCRF perseveres in directing at least 85 cents of every dollar raised directly to research. And for the eighth consecutive year, BCRF received Charity Navigator’s highest rating, four stars, thus outperforming over 99.8% of the 5,400 evaluated charities, while the American Institute of Philanthropy has awarded BCRF its highest possible rating of A+. BCRF is the only breast cancer organization in the U.S. to receive these accolades. For more information about BCRF, visit [www.bcrfcure.org](http://www.bcrfcure.org)

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