

SARASOTA MEMORIAL
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Sarasota Memorial's Genetic Education Program receives more than \$65,000 from Key to the Cure

SARASOTA – On Oct. 18, more than 500 people attended the 6th annual Key to the Cure event at Saks Fifth Avenue Sarasota. The theme for this year's private VIP party, co-chaired by **Veronica Brady, Chris Pfahler** and **Sally Schule**, was **Key to the Cabaret—Don't Dance Around Cancer**. The party kicked off a special four-day shopping event, Oct. 18-21, sponsored locally by Saks Fifth Avenue at Westfield Southgate and Mercedes-Benz of Sarasota, during which Saks donated 2 percent of its sales through the Entertainment Industry Foundation to Sarasota Memorial Healthcare Foundation, Inc. to benefit the Genetic Education Program at Sarasota Memorial Health Care System (SMHCS). Net proceeds from the entire four-day event exceeded **\$65,000**.

The "cabaret" party included casino games, drawings and a live auction, at which **Marilyn Bezner** was the highest bidder for a Mercedes-Benz special edition 2008 C350 sport sedan and **Graci McGillicuddy** purchased a dinner for 20 at Fleming's Prime Steakhouse and Winebar. Food and beverages were provided by Cosimo's Brick Oven, Gold Coast Eagle Distributing, Joffrey's Coffee & Tea Co., Longboat Key Club, Mattison's, Mercedes-Benz of Sarasota, Michael's On East, Mission Valley Country Club, Roy's Hawaiian Fusion, and Whole Foods.

Moulin Rouge Sponsors included 21st Century Oncology, JCI Jones Chemical, Inc., the Jones Family Foundation, Keyco, Inc., Kelly Quigley, P.A., of SKY Sotheby's, and Anne L. Weintraub, P.A., of Icard Merrill. Voltaire Sponsors were Ambitrans; Dattoli Cancer Center; Mr. and Mrs. Richard Donegan; Dr. Washington Hill and Pauline Hill; Florida Cancer Care Specialists; Marian Goble; Porter Radiation Oncology; Gresham, Smith and Partners; Sarasota Emergency Associates, P.A.; SunTrust; SYSCO Food Services and West Coast Woman.

To date, this event has raised nearly \$400,000 to further breast, ovarian, uterine and cervical cancer research and related projects in the Sarasota/Manatee community. Proceeds from this year's event will continue to benefit the prevention and treatment of women's cancers, with funds slated for state-of-the art technological and surgical approaches as well as genetic education and testing

In 2007, it is estimated that more than 288,000 women will be diagnosed with a form of reproductive cancer. Support of Key to the Cure and SMHCS makes a difference in the fight against this disease in our community.

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