THE ENTERTAINMENT INDUSTRY FOUNDATION REVLON RUN/WALK FOR WOMEN ANNOUNCES REVLON/UCLA WOMEN'S CANCER RESEARCH PROGRAM AS 2014 GRANT RECIPIENT

(Los Angeles—March 19, 2014) The Entertainment Industry Foundation (EIF) Revlon Run/Walk for Women is proud to announce the Revlon/UCLA Women's Cancer Research Program as a beneficiary for 2014. With the success of Revlon/UCLA Women's Cancer Research Program's fundraising efforts and the dedication of their team, we believe they are one of the many champions on this mission to fight women's cancer.

The Revlon/UCLA Women's Cancer Research Program team has been an amazing fundraiser for many years in the fight against women's cancer. Their determination to get their families, colleagues and friends involved through fundraising and volunteering has truly made a difference. It is with the enthusiasm of this amazing group of people that allows the EIF Revlon Run/Walk for Women to continue to support the research projects that change the lives of so many women with cancer. At the Revlon/UCLA Women's Cancer Research Program they walk to change the lives of the women who have changed yours!

Revlon/UCLA Cancer Research Program: Founded in 1990 by Lilly Tartikoff and Ronald O. Perelman, the Revlon/UCLA Women's Cancer Research Program is dedicated to the control and ultimate elimination of breast and ovarian cancer.

The Program's research efforts to identify more effective and less toxic cancer treatments include the groundbreaking development and eventual FDA approval of the cancer treatment Herceptin®. This pioneering research proved, for the very first time, that targeted therapy was not only possible, but could be more effective than traditional therapies for a number of women with the HER2 sub-type of breast cancer. This treatment is now available worldwide to women with both metastatic and early stage breast cancer. In fact, we now know that, when used at the time of diagnosis, Herceptin® can improve survival rates and decrease breast cancer recurrences by more than half.

In addition to laboratory studies into the nature and causes of women's cancers, funding from the Revlon Run/Walk has been used to maintain the Community/UCLA Oncology Research Network. This clinical research network is responsible for evaluating new and innovative approaches to women's cancers and making these state-of-the-art therapies available, as rapidly as possible, to local patients at community medical offices throughout Southern California and beyond. To date, this has been one of the most effective and successful clinical research networks in the country, bringing cancer treatment from the bench to the bedside.

For more information, please visit http://www.cancer.ucla.edu/

The EIF Revlon Run/Walk for Women: The nationally acclaimed EIF Revlon Run/Walk for Women has touched the lives of millions of people through increased awareness, education, research and diagnostic treatment services. Created in 1992 by Lilly Tartikoff, Ronald O. Perelman and the Entertainment Industry Foundation, the EIF Revlon Run/Walks (Los Angeles and New York), along with our sponsors and participants, have distributed over 70 million dollars in the fight against women's cancer.

The participants of the Revlon/UCLA Women's Cancer Research Program walk to change the lives of the **WOMEN** who have changed yours!

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