



**FOR IMMEDIATE RELEASE**

**June 21, 2008**

**UCLA'S JONSSON CANCER CENTER FOUNDATION  
"TASTE FOR A CURE" HONORS PRESIDENT OF ENTERTAINMENT  
AT FOX BROADCASTING COMPANY KEVIN REILLY**

***Jimmy Kimmel Hosted, American Idol Winner David Cook Performed  
Evening Featured Wine and Food Tasting Reception***

Beverly Hills, CA – The Jonsson Cancer Center Foundation at UCLA, a non-profit organization dedicated to raising private funds for highest priority cancer research, hosted its 13th annual signature fundraiser, Taste for a Cure, tonight, Saturday, June 21, 2008 at the Beverly Wilshire Hotel. FOX Broadcasting Company President of Entertainment Kevin Reilly received the Gil Nickel Humanitarian Award. Jimmy Kimmel hosted the event and 2008 "American Idol" winner David Cook performed for the crowd of nearly 500. Barbara Fairchild - Editor-in-Chief of Bon Appétit Magazine, Jon Holman – President of The Holman Group, Stephen McPherson – President of Entertainment at ABC and Jay Sures - Partner and Board Member of United Talent Agency co-chaired.

This year, Taste for a Cure, an unparalleled, luxurious wine and food tasting reception followed by a seated dinner featured the theme "A Special Evening at the Supper Club." Guests enjoyed Truffle Goat Cheese Baklava with Pistachios, Mini Kobe Beef Corn Dogs, Short Rib and Gorgonzola Tiropitas, Curried Crab Cantaloupe Salad on Lotus Chip and Saffron Roasted Jumbo Prawns with Cocktail Sauce prepared by BOA's Chef de Cuisine Paul Villa and Nick Kislo. Lee Hefter and Ari Rosenson, Managing Partner and Executive Corporate Chef of the Wolfgang Puck Fine Dining Group and Wolfgang Puck Catering and Events and Chef de Cuisine at CUT respectively, prepared Kobe Sliders, Tuna Tartare "Sandwiches" on Togarishi Crisps and Caramelized Onions and Parmesan Potato Knishes with House Made Mustard. Joachim Splichal, Chef and Founder of Patina Restaurant Group, provided Crispy Potato Bowl with Truffles, Shrimp and Potato Hash with Zucchini Hollandaise and Asian Short Ribs. The tasting menus and seated dinner were paired with fine wines donated by Au Bon Climat Winery, Beaulieu Vineyard, Dolce Winery, Far Niente, Terrabianca Winery and Nickel & Nickel.

The evening included an awards program and a live auction led by Kimmel and Andrea Fiuczynski, President of Christie's Los Angeles. The crowd was also treated to a performance by recent "American Idol" winner David Cook. The event raised more than \$745,000 for highest priority cancer research at UCLA's Jonsson Comprehensive Cancer Center. Past honorees include Jay Sures, Alex Wallau, Andy Garcia, Edward James Olmos and Gil Nickel. The Gil Nickel Humanitarian Award was created in memory of Jonsson Cancer Center Foundation event supporter Gil Nickel, proprietor of Napa Valley's Far Niente, Nickel & Nickel and Dolce wineries, who lost a courageous battle against melanoma in October 2003. The Award was established to honor key individuals for their humanitarian efforts, community involvement and commitment to philanthropy.

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Kevin Reilly was named President, Entertainment for Fox Broadcasting Company (FOX) in July 2007. He is currently responsible for all primetime series and development, late-night programming and creative strategy for the No. 1 television network. Reilly joined FOX from NBC, where he served as President, Entertainment for three years.

Throughout his career, Reilly has distinguished himself by developing and supervising some of the most successful and critically acclaimed programming in recent TV history including "Heroes," "30 Rock," "My Name is Earl," "Deal or No Deal," the Emmy Award-winning "The Office," and "ER;" HBO's "The Sopranos;" FX's "The Shield" and "Nip/Tuck." A graduate of Cornell University, he lives in Pacific Palisades, CA with his wife, Cristin, and three sons. The Reillys served on last year's Taste For A Cure Dinner Committee. An active philanthropist, Reilly has been an influential board member of the Environmental Media Association for the past decade and has worked closely with the EMA over the years to help inspire and activate the industry to raise awareness, promote responsible messages and incorporate environmentally sound practices. He is also an active board member of the Los Angeles Free Clinic and the LA Sports & Entertainment Commission.

The JCCF, founded in 1945, is the single most important vehicle for raising private funds for cancer research at UCLA's Jonsson Comprehensive Cancer Center (JCCC). It supports a number of high priority cancer research efforts, focused on converting laboratory discoveries into more effective therapies for cancer patients

UCLA's JCCC comprises about 235 researchers and clinicians engaged in disease research, prevention, detection, control, treatment and education. One of the nation's largest comprehensive cancer centers, the Jonsson center is dedicated to promoting research and translating basic science into leading-edge clinical studies. In July 2007, the Jonsson Cancer Center was named the best cancer center in California by *U.S. News & World Report*, a ranking it has held for eight consecutive years. For more information on the Jonsson Cancer Center, visit our website at [www.cancer.ucla.edu](http://www.cancer.ucla.edu).

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