

Sizzling Hot Pink Saratoga Hat Luncheon Returns to Saratoga Race Course on Fabulous Fillies Day

SARATOGA SPRINGS, N.Y. ó The New York Racing Association, Inc. will celebrate women and their contributions to the thoroughbred industry while raising funds to support The Breast Cancer Research Foundation (BCRF) through Play for P.I.N.K. at Fabulous Fillies Day on Friday, August 15 at Saratoga Race Course.

The celebration will be highlighted on-track with decorative pink bunting and flowers at the Clubhouse and Union Avenue gates, and at various locations throughout the property. The iconic Sea Hero statue in the paddock will also be draped with a pink horse blanket and all New York Racing Association staff members will wear pink ribbons. Additionally, all jockeys will wear pink armbands to commemorate the occasion.

On Fabulous Fillies Day, guests will be invited to enter the Northeastern Fine Jewelry öPrettiest in Pinkö Twitter contest. Participating fans are instructed to post a selfie photo taken at Saratoga Race Course on Twitter and tag @TheNYRA using the hashtag #NEFJPrettiestinPink for the chance to win a \$100 gift card from Northeastern Fine Jewelry.

Guests will have the opportunity to make monetary donations to the BCRF at numerous areas throughout the track during the day.

The centerpiece of the day-long affair will be the Sizzling Hot Pink Saratoga Hat Luncheon presented by Escada in the At the Rail Pavilion. Guests will enjoy a cocktail reception at 11:30 a.m. followed by a luncheon at 12:30 p.m.

This year's luncheon is in honor of Stella Thayer, past president and a member of the Board of Trustees of the National Museum of Racing and Hall of Fame.

The luncheon will feature guest speaker Larry Norton, MD, leading the discussion *Breast Cancer: How We Are Winning the Race*. Currently the Deputy Physician-in-Chief for Breast Cancer Programs at the Memorial Sloan-Kettering Cancer Center and Medical Director of the Evelyn H. Lauder Breast Center, Dr. Norton has served as Scientific Director of BCRF since its inception in 1993.

Event guests will have the opportunity to shop at the Escada boutique located in the At the Rail Pavilion. The Escada boutique will open to the public from 2:30 to 5:30 p.m. Escada will donate 20 percent of proceeds from boutique sales to BCRF.

Moet and Chandon will offer complimentary champagne for guests during the luncheon.

The event will be emceed by NYRA TV Analyst Maggie Wolfendale.

Sponsors include: The New York Racing Association, Inc.; New York Thoroughbred Horsemen's Association; Escada; Moët Chandon; Michele Riggi; Fine Affairs; Posie Peddler; and AJ Signs.

General tickets are \$150 per person. All proceeds benefit BCRF through Play for P.I.N.K. Ticket availability is limited; for additional information call 646-497-2615 or email lgales@bcrfcure.org.

Play for P.I.N.K. (Prevention, Immediate diagnosis, New Technology, Knowledge) is a grassroots organization dedicated to raising funds for breast cancer research by creating and promoting awareness of the disease through sporting and lifestyle events. Our commitment is to contribute 100% of all funds raised to our sole beneficiary, The Breast Cancer Research Foundation. In 2013, PFP donated \$4.25 million to BCRF for a cumulative total of \$34 million. For more information, visit www.playforpink.org.

The Breast Cancer Research Foundation (BCRF) advances the world's most promising research to eradicate breast cancer in our lifetime. Founded by Evelyn H. Lauder in 1993, BCRF has raised more than \$500 million to fuel discoveries in tumor biology, genetics, prevention, treatment, survivorship and metastasis. This year, we invested \$45 million in the work of more than 200 researchers at leading medical institutions across six continents. By spending 91 cents of every dollar on research and public awareness, BCRF remains one of the nation's most fiscally responsible charities. We are the only breast cancer organization with an "A" from CharityWatch, and have been awarded a 4-star rating from Charity Navigator 12 times since 2002. Join us at www.bcrfcure.org.

For up-to-date information about Fabulous Fillies Day and other special events at Saratoga Race Course, visit www.nyra.com/saratogaevents.com.