



**100 women in
hedge funds®**

FOR IMMEDIATE RELEASE

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100 WOMEN IN HEDGE FUNDS SELECTS THE HAROLD P. FREEMAN PATIENT NAVIGATION INSTITUTE AT THE RALPH LAUREN CENTER FOR CANCER CARE AND PREVENTION AS THE 2008 BENEFICIARY OF ITS ANNUAL NEW YORK GALA AND OTHER REGIONAL FUNDRAISERS

New York, NY - April 3, 2008 - 100 Women in Hedge Funds' Board of Directors has named The Harold P. Freeman Patient Navigation Institute at the Ralph Lauren Center as the beneficiary of its annual Gala to be held at Cipriani 42nd St in New York City on November 19, 2008, and other fundraisers to be held in the US during the year.

The cornerstone of the Ralph Lauren Center, based in Harlem, NY, has been its Patient Navigation Program, where each new patient with a suspicious finding is seen by a patient navigator, who guides the patient and her family effectively through the complexities of the healthcare system. The Patient Navigation Program was pioneered over seventeen years ago in Harlem by the Center's founder and president, Harold P. Freeman, MD. A cancer surgeon in Harlem for more than 40 years, Dr. Freeman is a nationally recognized authority on the interrelationship of race, poverty, and cancer. He served as the Chair of the US President's Cancer Panel for 11 years under Presidents Bush and Clinton, and is a past President of the American Cancer Society.

Dr. Freeman and his colleagues studied breast cancer outcomes in Harlem and found that five year survival rates increased from 39% to 70% after the intervention of screening and patient navigation. In 2007, the Center strengthened its commitment to patients by launching the Harold P. Freeman Patient Navigation Institute to train patient navigators and administrators from a range of health care facilities throughout the country.

100 Women in Hedge Funds' support will help the Ralph Lauren Center augment its existing Screening and Patient Navigation Programs in the areas of breast, cervical and colon cancer, and leverage its expertise to establish two Satellite Patient Navigation Programs in medically underserved communities in Chicago, IL and in San Francisco/Oakland, CA.

Announcing the decision, Mimi Drake, a Director of the Board of 100 Women in Hedge Funds said, "We are thrilled that 100 Women in Hedge Funds will be partnering with Dr. Freeman and the Ralph Lauren Center, at an important juncture in their development, as they plan and execute a rollout of their women's health initiative in the New York, Chicago and San Francisco regions, three regions where our own 100 Women in Hedge Funds' membership is well represented. One of the key reasons for selecting the Ralph Lauren Center was the direct and meaningful impact our funding will make on saving lives of women across the country through early detection and effective treatment of cancer."

Dr. Freeman, said, "Patient navigation has the potential to save countless lives by eliminating financial and other barriers through timely diagnosis and treatment of cancer and other diseases. We are honored and delighted to be the beneficiary of this year's 100 Women in Hedge Funds philanthropic events, and appreciate their recognition of this crucial work."

Each year 100 Women in Hedge Funds' Board of Directors selects one or two charitable organizations in New York and London within the philanthropic focus for the year. Charities are chosen on a rotating basis from women's health, mentoring and education programs. The philanthropic focus for 2008 is women's health. The Philanthropy Committee helps to screen candidates based on the organization's criteria for beneficiary selection. All proceeds from the 100 Women in Hedge Funds Galas and other fundraising events that year are then directed to the selected beneficiaries.

To purchase tables, inquire about sponsorship opportunities or to make an auction donation for the 100 Women in Hedge Funds' Annual New York Gala on November 19, 2008, contact:

Kristin Mott

NY Gala Chair

100 Women in Hedge Funds

E-mail: gala@100womeninhedgefunds.org

About 100 Women in Hedge Funds (www.100womeninhedgefunds.org)

100 Women in Hedge Funds serves over 8,000 alternative investment management investors and practitioners through unique educational, professional development and philanthropic initiatives. Since its first session in 2002, 100 Women in Hedge Funds has hosted more than 150 events globally, connected more than 150 senior women through Peer Advisory Councils and raised in excess of \$13 million for philanthropic causes in the areas of women's health, education and mentoring.

About The Ralph Lauren Center (www.ralphlaurencenter.org)

In May 2003, the Ralph Lauren Center opened its doors in the heart of Harlem to provide state-of-the-art cancer screening, diagnostic, and treatment programs. Made possible by a generous leadership gift from the Polo Ralph Lauren Corporation, the Center is a unique joint-venture between Memorial Sloan-Kettering Cancer Center, one of the preeminent cancer centers in the country, and North General Hospital, a community hospital in Harlem.

100 Women in Hedge Funds Foundation

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