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Contacts: Shawn Purdy/Lindsey Brown
(646) 360-1320
shawn@slate-pr.com / lindsey@slate-pr.com

**2010 ANGEL BALL
RAISES NEARLY \$4 MILLION FOR
GABRIELLE'S ANGEL FOUNDATION FOR CANCER RESEARCH**

Evening Honored The Edge, Morleigh Steinberg, Bernd Beetz & Sean Parker

New York, NY (October 22, 2010) – Gabrielle's Angel Foundation for Cancer Research hosted its signature fundraiser, the *Angel Ball*, on Thursday, October 21st at Cipriani Wall Street and raised nearly \$4 million for cancer research. This black-tie benefit, hosted by Grammy-nominated song writer **Denise Rich** and her daughters **Daniella Rich Kilstock** and **Iona Rich Schachter**, featured a cocktail reception, dinner, show and both live and silent auctions. This year's gala honored four outstanding individuals for their commitment and dedication to the fight against cancer: the lead guitarist of **U2, The Edge** and his wife, director, choreographer and dancer **Morleigh Steinberg**; COTY Inc. Chief Executive Officer **Bernd Beetz**; and **Sean Parker**, Managing Partner of the Founder's Fund and creator of online music sharing site Napster and Facebook Causes. Gala Dinner Chairs included: Fred Davis and Quincy Smith, Founding Partners of CODE Advisors; James E. Shiah, Senior Vice President, Finance at Coty Inc.; Jeffrey Tarrant, Chief Executive Officer, Protégé Partners, LLC; Douglas Paul Teitelbaum, Managing Principal of Bay Harbour Management, L.C.; Francesco Cascio, Founder, The Entity LLC; Shawn Fanning Founder Napster, Rapture, Path; and Eric S. Lerner, Entertainment Attorney, Pryor Cashman LLP.

The *Angel Ball*, was hosted by *Entertainment Tonight* correspondent, **Samantha Harris** and featured performances by **The Edge, Ne-Yo, Sam Moore**, and **Shontelle**. Also on-hand were, *Angel Ambassador* **Ethan Zohn**, who spoke to the crowd of almost 1,000 about his personal battle and triumph over cancer, **Kim Kardashian, Petra Nemcova, Rosie Perez, Chris Tucker, Stephen Baldwin, Russell Simmons, Vera Wang, Carmindy, Jessica White, Donna de Cruz, Alyssa Miller, Anthony Kennedy Shriver**, among others.

Renowned artist **Romero Britto**, celebrity jeweler **Lorraine Schwartz, Inc.** and **Toresco Enterprises** served as the evening's sponsors and for the fourth year in a row, **Continental Airlines** served as the Official Airline of the *Angel Ball*. The Foundation partnered with charitybuzz.com for both the silent and online auction. This year's event also featured a Luxury Raffle presented by **Americana Manhasset**.

The previous night, for the fourth year in a row, New York's iconic landmark, **The Empire State Building**, glowed red and purple in honor of Gabrielle's Angel Foundation as the official *Angel Ball* Lighting Partner. **Rosie Perez** was on hand to help Co-Founder Denise Rich and Board member, Daniella Rich Kilstock at the lighting ceremony.

For more information about the *Angel Ball* and Gabrielle's Angel Foundation for Cancer Research please visit www.gabriellesangels.org.

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LA	8322 Beverly Blvd	Suite 201	Los Angeles	CA	90048	t. 323.556.0580	f. 323.653.5416
NY	170 Varick Street	2nd Floor	New York	NY	10013	t. 646.360.1320	f. 212.509.8927

About Gabrielle's Angel Foundation for Cancer Research

Gabrielle's Angel Foundation for Cancer Research was created in 1996 by Denise Rich and her family in memory of her daughter Gabrielle Rich Aouad who passed away at the age of 27 after a long and valiant struggle with acute myelogenous leukemia (AML). It was Gabrielle's wish that a foundation be created to help spare others the suffering that she endured. The mission of Gabrielle's Angel Foundation is to fund basic and clinical medical research in both conventional and integrative disciplines which focus on prevention, treatment and quality of life issues of leukemia, lymphoma and related cancers. To date, the Foundation has awarded over \$13 million in Medical Research Awards making Gabrielle's Angel Foundation one of the largest non-governmental sources of grant support to blood cancer researchers at the nation's leading institutions. Gabrielle's Angel Foundation for Cancer Research is a 501(c)(3) non-profit organization; Federal Tax ID# 13-3916689.

About Romero Britto

Britto creates a completely new expression that reflects his optimistic faith in the world around him. His vibrant colors, playful pop themes and hard-edged compositions have led Britto to become a premier contemporary artist of his generation whose work captures the attention of youthful spirits and educated art collectors alike. His unmistakably modern and bold style often combines the artistic technique of Pop art with the intricate compositional quality of Cubism, fusing his constant effort to re-interpret the meaning of art with its role in contemporary life. Britto previously exhibited his works at the Louvre Museum and will do so again in December 2010 for the second time in his career. He is currently represented in galleries and museums across five continents, from Singapore to Dubai, to London, Paris and New York. He created an official art poster for the FIFA 2010 World Cup and for the 2010 Montreux Jazz Festival, the only artist to do so twice in the Festival's history.

About Continental Airlines

Continental Airlines is the world's fifth largest airline. Continental, together with Continental Express and Continental Connection, has more than 2,700 daily departures throughout the Americas, Europe and Asia, serving 132 domestic and 137 international destinations. Continental is a member of Star Alliance, which overall offers more than 21,200 daily flights to 1,172 airports in 181 countries through its 28 member airlines. With more than 40,000 employees, Continental has hubs serving New York, Houston, Cleveland and Guam, and together with its regional partners, carries approximately 63 million passengers per year. Continental consistently earns awards and critical acclaim for both its operation and its corporate culture. For nine consecutive years, FORTUNE magazine has ranked Continental as the top U.S. airline on its "World's Most Admired Companies" airline industry list. For more company information, go to continental.com.

About Lorraine Schwartz, Inc.

Lorraine Schwartz is a third generation diamond dealer. When she started designing for herself the world took notice. Before she knew it, A-list celebrities such as Barbra Streisand, Beyoncé Knowles, Elizabeth Taylor, and Jennifer Lopez were buying her collections and commissioning Lorraine to make one-of-a-kind pieces. Lorraine Schwartz jewelry is known for its individuality and workmanship and is adorned by celebrities and royal families worldwide. Lorraine Schwartz designs are sold exclusively at Bergdorf Goodman or by appointment only at her Fifth Avenue showroom in New York City.

About Toresco Enterprises, Inc.

Toresco Enterprises, Inc. is the management company that oversees and manages every aspect of day-to-day operations of the five northern New Jersey dealerships, which consists of thirteen separate dealer franchises. After working several years for automotive dealerships owned by his father, Donald M. Toresco started his own first used car dealership in 1965 and the second in 1968. Donald has grown his business both by expanding internally and through acquisition. After several years of hard work and commitment, he opened one of the world's first Auto Mall facilities on a 25-acre lot located in Springfield, New Jersey. His second Auto Mall was opened in 1989 after he purchased a Chevrolet dealership in Toms River, New Jersey and added Jeep-Eagle, Lincoln-Mercury, and Mazda dealerships. The largest unit, Autoland of New Jersey is one of the biggest dealerships in the nation. This dealership alone represents more than \$1 million in parts inventory and consists of six distinct lines. Lee Iacocca has recognized Donald Toresco for his "outstanding performance and having the highest degree of professionalism."