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From: The G&P Foundation for Cancer Research
41 East 11th Street, 11th Floor
New York, NY 10003

Contact: Brad Zeifman
Susan Blond, Inc.
(212) 333-7728 ext. 108

FOR IMMEDIATE RELEASE

**DENISE RICH AND THE G&P FOUNDATION FOR CANCER RESEARCH
TO UNVEIL LIMITED EDITION *ANGEL* TANK TOPS FOR CHARITY**

NEW YORK, NY – In conjunction with their fourth biennial benefit gala *The Angel Ball*, Grammy-nominated songwriter and philanthropist **Denise Rich** and **The G&P Foundation for Cancer Research** will unveil limited edition *Angel* tank tops designed by chic women's clothing company Priorities to be offered exclusively at www.prioritiesnyc.com. The crystal embellished tank tops, designed by Priorities President, Stefani Toonkel-Greenspan, echo the theme of the Foundation and its fall charity event and will retail for \$30.00. Full net proceeds from sales of the limited edition tanks will benefit The G&P Foundation for Cancer Research.

The *Angel* tank tops will provide additional fundraising support for the Foundation in advance of *The Angel Ball*, which will take place on November 14, 2005, at The New York Marriott Marquis and will feature a cocktail reception, dinner, live and silent auctions as well as a star-studded lineup of performers and presenters including **Joy Behar, Lorraine Bracco, Natalie Cole, Rita Cosby, Gavin DeGraw, Jamie-Lynn DiScala, Fran Drescher, Chaka Khan, Nelly, Star Jones Reynolds, Felicia Taylor, Montel Williams** and **Stevie Wonder**. Legendary singer/songwriter **Patti LaBelle**, *Glamour* Magazine Editor-in-Chief **Cindi Leive**, Chairman and CEO of Rush Communications **Russell Simmons**, and Baby Phat Creative Director **Kimora Lee Simmons**, will be recognized at the gala for their outstanding contributions as humanitarians and philanthropic leaders. In addition, **Donald Toresco** of **DMT Enterprises Inc.** and **Condé Nast Publications** have been announced as sponsors.

“The mission of The G&P Foundation for Cancer Research, created in memory of my daughter Gabrielle, has always been to develop unique ways to promote awareness of the importance of finding a cure for cancer,” said Co-Founder Denise Rich. “I am excited to be collaborating with Priorities to design *Angel* tops that will contribute to this cause.”

The G&P Foundation for Cancer Research was established in 1996 by Denise Rich and her daughters in memory of Denise's daughter Gabrielle Rich Aouad, who died at age 27 from AML Leukemia. The Foundation's primary goal is to save lives by funding basic and clinical medical

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research in both conventional and integrative disciplines, which focus on prevention, treatment and quality of life issues of leukemia, lymphoma and related cancers. Since 1998, with the help of its Medical Advisory Board, chaired by Dr. Stephen D. Nimer of Memorial Sloan-Kettering Cancer Center, The G&P Foundation has funded 22 researchers, totaling over \$4.2 million dollars in Medical Research Awards. The G&P Foundation also has the distinction of being one of the largest non-governmental sources of grant support to blood cancer researchers at the nation's leading institutions.

Denise Rich is an award-winning songwriter who has written numerous hits for top recording artists, including top-ten hit "Candy" for Mandy Moore, Grammy-nominated "Don't Waste Your Time" performed by Aretha Franklin, Mary J. Blige and others, triple-platinum "Love is on the Way" for Celine Dion and chart-topping "I Have Loved You" for Jessica Simpson. Her acclaimed work spans a variety of musical genres and has been featured in several movie soundtracks including *Runaway Bride*, *John Q* and *Chicago*, among others.

Priorities NYC is a contemporary women's clothing company founded by husband and wife team, designer Stefani Toonkel-Greenspan and former Wall Street mogul, Howie Greenspan. With annual sales topping \$5 million, their designs reflect a uniquely eclectic collection of chic women's clothing and can be found globally in over 1500 stores as well as through their on-line retail store at <http://www.prioritiesnyc.com/>. You can also see Howie as a contestant on this season's most eagerly anticipated reality show, *The Apprentice: Martha Stewart* premiering this Fall on NBC.

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