

## Shop and Fight Cancer with Key to the Cure

Written by Christina Silvestri

Tuesday, 16 August 2011 09:15 - Last Updated Tuesday, 16 August 2011 12:31

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**Join more than 200 well-heeled women (and a few good men) as they shop to put an end to women's cancer.**



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Fashion fights women's cancers on Friday, October 21 at 8:30 a.m. at Saks Fifth Avenue, Biltmore Fashion Park, with the highlight of the fall social season – Key to the Cure.

*Arizona Foothills Magazine* is proud to be a part of this nationwide fundraising initiative to raise funds for women's cancer treatment and research, in collaboration with Biltmore Fashion Park and the Translational Genomics Research Institute (TGen), once again, in 2011.

The private shopping experience is a lively party with a serious purpose - to raise funds and awareness for breast and ovarian cancer research. This year, these two aggressive diseases will claim the lives of more than 200,000 women.

Jennifer Hudson will serve as the 2011 national Key to the Cure ambassador, while Elie Tahari has designed the limited edition T-shirt that will be available for purchase in October.

Fashionistas can savor retail therapy throughout Saks floors, fueled by pink Champagne cocktails and bites from local restaurateurs. The 2-hour shopping opportunity tops off with a high-energy signature fashion show presented by Saks Fifth Avenue.

As if you needed another reason to shop at Saks: The event coincides with Friends & Family weekend, with special discounts on men's and women's apparel as well as accessories, jewelry and cosmetics.

To fight cancer with fashion, shop for a cure with the Valley's most fashionable.

All proceeds from the \$125 tickets - a generous 2% of sales made October 20 through 23 - will benefit TGen.

Saks Fifth Avenue initiated its charity-shopping weekend in 1999. Since then, the company has donated over \$33 million to women's cancer

research and treatment organizations throughout the United States.

For more information, to purchase an event ticket or donate, visit [www.tgenfoundation.org](http://www.tgenfoundation.org).

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Save-the-date,  
get the ticket & shirt,  
show your support.

Friday, October 21, 2011  
545 Fifth Avenue  
Biltmore Fashion Park  
3446 E. Camelback Road  
Phoenix, AZ

Key to the Cure

Shop for a cure  
with the  
Valley's most  
fashionable

Friends & Family  
Shopping Weekend  
Thursday, October 20  
through Sunday,  
October 23

TGEN  
TUMOR GENOMICS  
www.help4tgen.org