

## AZ Insider: Key Party for Breast Cancer Research

Written by Kathy Shayna Shocket

Monday, 11 July 2011 15:47 - Last Updated Tuesday, 07 March 2017 16:16

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**Kathy Shayna Shocket writes about the people who make a difference.**



**Kathy dishes on why the desserts were deceiving.**

One of the key parties for breast cancer awareness is coming up and the committee for the “Key to the Cure” threw an “Al Fresco Soiree” to toast its planning efforts for its October 21<sup>st</sup> benefit.

Let’s toast to the turnout for the meeting, (which, by the way, is always challenging during the summer months) because a group of about 40 fashionable women as well as Saks Fifth Ave. President, Phoenix Larry Buchanan and

T-Gen Foundation’s President Michael Bassoff;

Turned out for the meeting at and hosted by Seasons 52.

And let’s toast to the scrumptious bites served at the meeting – because they were deceiving. Yes deceiving, which in this case is wonderful – deliciously wonderful. You see, Seasons 52’s concept and promise is that- no dish on the menu is more than 475 calories!

That included the desserts on the menu- the Old Fashioned Carrot Cake, Rocky Road, Chocolate Peanut Butter Mousse, Mocha Macchiato and Pecan Pie.



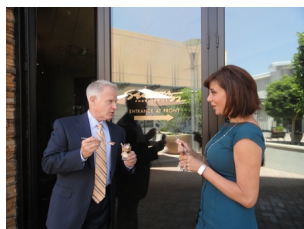
*Co-chair Vicki Vaughn with TGen Foundation’s Tiffanie Hawkins, Irene Storette and Erin Massey*

So guests delightfully indulged in the mini indulgences and oohed and awed about the high impact flavor. (Seasons 52’s name comes from the fact that the menu changes four times per year, and there are new specials for the 52 weeks of the year.)

The breakfast meeting in a private room in the restaurant at the Biltmore Fashion Park embraced the aspects of the October 21 event.

Tickets for party held at Saks Fifth Avenue start at \$125.00 per person.

The benefit which starts around 8:30 a.m, features a fashion show, pink Champagne cocktails, bites from local restaurateurs and retail therapy.



*T-Gen Foundation’s Michael Bassoff and Co-chair Bijen Dyrek*

Guests also have the chance to take advantage of special discounts at Saks following the event and throughout the weekend.

All proceeds from the event and that following shopping weekend will benefit TGen to help raise funds and awareness for breast and ovarian cancer research. This year, breast and ovarian cancer will claim the lives of more than 200,000 women. Scientists and physicians at TGen are

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working with great urgency to develop earlier diagnoses and smarter treatments for women battling cancer. In medicine, one size does not fit all. TGen's focus on developing and delivering precision medicine — treatment based on a patient's genetic make-up — will enable physicians to deliver care more effectively and efficiently.



**Kathy Shayna Shocket** is a freelance Writer, and TV- Field Producer based in Phoenix, AZ. The former **TV-Reporter** has written for publications such as **TIME Magazine**, **Money Magazine**, **PEOPLE Magazine**, **The Hollywood Reporter** and **The NEW YORK TIMES**. You can reach her at [redkarpetgirl@aol.com](mailto:redkarpetgirl@aol.com)