



PHOTOGRAPH BY JON CANCELINO

Saks Fifth Avenue has hosted Key to the Cure for more than a decade, a shopping event benefiting local and national women's cancer centers. Representing the North Shore, the Highland Park store will once again be partnering with the Auxiliary at Highland Park Hospital to raise awareness for this highly important cause.

For the 11<sup>th</sup> year in a row, Saks Fifth Avenue is leading the trend with both its fashion and its philanthropic statements. The Key to the Cure (KTTC) initiative is an annual nationwide charity shopping weekend to benefit local and national women's cancer centers. Saks Fifth Avenue in Highland Park will be the North Shore sponsor of this important event on October 15-18, with a special kickoff evening planned for Thursday evening beginning at 5 p.m.

"Saks Fifth Avenue holds an annual charity shopping weekend to raise funds for women's cancer organizations," says Britt Jackson, General Manager of Saks in Highland Park. "It is Saks Fifth Avenue's biggest nationwide fund-raising initiative and an opportunity to get our valued customers, vendor partners, and local communities involved in a coast-to-coast effort to raise awareness for an extremely important cause. The majority of our clients are women, and we believe strongly in the need to support the preven-

PEGGY SANDHOLM, JULIE STONE,  
AND JESSE PETERSON HALL

tion and treatment of women's cancers."

The Auxiliary at Highland Park Hospital is once again partnering with Saks to coordinate what promises to be a spectacular shopping extravaganza. Highland Park Hospital's Kellogg Cancer Care Center will be one recipient of the funds raised during the weekend fund-raiser.

"We have had a long and very successful relationship between the Auxiliary of Highland Park Hospital and Saks Fifth Avenue in supporting our Kellogg Cancer Center's renowned cancer programs," says Jesse Peterson Hall, President of Highland Park Hospital, a NorthShore University HealthSystem. "The partnership has created a high visibility, high quality event that provides an opportunity to both educate the community about early detection of breast cancer and show off the wonderful merchandise that Saks has to offer. We truly value our relationship and want to encourage people to support Saks' generous effort."

Julie Stone is President of the Auxiliary Board and this year's event Chair. She has watched the event evolve over the last few years. "We have come so far it is amazing," says Julie. "I've been working this event for six or seven years. In the beginning, we baked and made the food ourselves. I sat at a desk with a fishbowl for donations. We still have the fishbowl, but it's a much different event!"

For the 2009 campaign, Saks will donate 2 percent of sales up to \$250,000 from the shopping weekend to local and national women's cancer organizations and research centers. In addition, Heidi Klum has signed on as the Ambassador for the Key to the Cure Campaign, and Michael Kors has designed this year's T-shirt. More than 80 percent of the proceeds from sales of the limited edition T-shirt will benefit local charities. The shirts, retailing at \$40, will be available for purchase exclusively at Saks beginning in October.

"Our store has raised over \$100,000 for Key to the Cure," adds Britt enthusiastically. Local organizations that have benefited from the donations include Highland Park Hospital, Highland Park Hospital—Arthur G. Michel, M.D., Educational Fund, and Evanston Northwestern Healthcare Corporation.

Even more impressive, since 1999, Saks Fifth Avenue has donated more than \$32 million nationally to women's cancer research and treatment organizations throughout the United States. Organizations benefiting from these funds include The Breast Cancer Research Foundation, Entertainment Industry Foundation's Women's Cancer Research Fund, Cleveland Clinic, Boston's Dana-Farber Cancer Institute, Nevada Cancer Institute, and many others.

For the Thursday evening kickoff, there will be appetizers and beverages, generously donated again this year by Aramark. Representatives from Saks, Highland Park Hospital, and the Auxiliary Board will also be present to make the event special.

Shop October 15-18 at Saks in Highland Park, where two percent of sales will go to local and national women's cancer charities.

— ELAINE SLAYTON □