

JEN LEVY



In 2013 Casey Federman, my childhood friend and neighbor, reached out to me about creating a young leadership division of Tower Cancer Research Foundation. I went to the first meeting, where there were just nine of us at the table. Some cancer thrivers, some cancer survivors, all touched by cancer in some way. All of us passionate, determined and resolute in our mission to raise money and affect change. We all wanted to see a Cancer Free Generation. We had only 50 people at our first event.

Personally, I had three very important reasons to get involved.

In 1993 my mother, Abby Levy, was diagnosed with breast cancer. In 2001 she was diagnosed again.

In 2002 my dear friend Leslie was diagnosed with breast cancer three weeks before her wedding.

In 2014 my dear friend Laura, who created the first CFG logo passed away from cancer.

Now, just five years later the table is bigger, there are 22 advisory board members and we have raised over one million dollars to date. There were over 300 guests at our 2017 Ante Up Poker event. More thrivers, more survivors, and

more money raised every year and granted to more researchers and community psychosocial programs. Each year we offer more fundraising opportunities and events to the community.

CFG has pledged \$125,000 in various grants

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for 2018. This year, we have pledged a \$25,000 grant to Camp Kesem, an incredible organization that provides summer camp and year round support to kids with a parent in treatment. With the money raised and donated, we provided the opportunity for Kesem to more than double their reach in Southern California. In addition to Camp Kesem, CFG has supported research at CHLA, UCLA, Cedars-Sinai and UCSD.

Beauty Day is an annual event held in loving memory of Laura Shanahan. While I don't need a reason to remember her, I am thrilled to have an opportunity to honor her. This year we were able to provide over 100 women in treatment with a day of complimentary beauty treatments and pampering. It is my pleasure to

take this opportunity to thank Gavert Atelier salon for graciously opening its doors for us on a Monday, and the stylists who donate their time and energy for hair and wig styling. Every year the lovely ladies of D'Lashes and Nails Deluxe put their time and love into providing beautiful lashes and manicures. The warm healing hands of our facialist Harriet Rose with her Colbert, MD products bring a glow to everyone's skin. This year we were so incredibly thankful to have the corporate sponsorship support of Karyn Chica and her extraordinary team at NARS cosmetics. Ten talented makeup artists dedicated their day to revealing the inner beauty of each woman that sat in their chair and gently remind us all that, in the words of Audrey Hepburn, "On a bad day, there is always lipstick."

In March we launched the inaugural Power of Tower 5k Run/Walk honoring the life of Cindy Harris. Together we walked towards our goal of \$300,000. This fall we look forward to our annual Ante Up Celebrity Poker Tournament, a dynamic speaker series and social events open to the community.

I love being part of CFG's leadership. I am proud of the work we have done. But, there is more to do, so I invite you to pull up a chair and join us at our table.