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**Susan G. Komen® Orange County Pink Tie Ball Celebrates 25 Years of Service,  
Raises More than \$700,000 Dollars for Breast Health Care, Research**

*Tenth anniversary ball bolsters breast cancer movement, recognizes 2016 Pink Tie Guys*

COSTA MESA, Calif., May 9, 2016 — An emotional tribute to a beloved wife and mother lost to breast cancer 12 years ago was the catalyst for an outpouring of both tears and donations at [Susan G. Komen Orange County's](#) 10th annual Pink Tie Ball Saturday night at AV Irvine. Father and son duo, Harald Herrmann and 20-year-old Austin, touched the hearts of the nearly 550 guests and helped raise more than \$700,000 for local breast health care services and groundbreaking research.

Themed "Carrying the Promise into the Future," the signature event marked the nonprofit's 25th anniversary as a local Affiliate, and the most successful Pink Tie Ball to-date. The sold out-fundraiser was filled with many special touches, including the gift of a bronze calla lily that each guest received from the Herrmann family to memorialize Kathie Herrmann. The flower, commissioned by artist Jerome Gastaldi, symbolized the frailty of life and power of a promise: a world without breast cancer.

Along with the Herrmanns, breast cancer advocates Julie Ann Ulcickas, Denis Kalscheur and Khanh T. Tran came together as this year's co-chairs to give the anniversary event extra sparkle. When Harald Herrmann lost his wife to breast cancer in 2004, he turned his tragedy into a vision and helped launch the signature Pink Tie Ball two years later with fellow co-chair Ulcickas.

"Since 2006, Komen Orange County's Pink Tie Ball has inspired thousands of Orange County community members to raise vital funds and save lives," said Harald Herrmann. "I am honored to carry on Austin's mother's legacy in such a meaningful way and I know that together, we can work to ensure that no more families have to suffer the tragic loss of a mother, wife, daughter, sister, or friend, to this horrible disease. Like my fellow co-chair Julie Ann says, breast cancer is the problem – we are the answer."

The event mobilized dedicated supporters and educated guests on the impact Komen Orange County's critical work has made in Orange County over the last quarter century. Seven prominent businessmen also were named Pink Tie Guys – a title given every year to men who promote breast cancer awareness within the business world and the community. The distinguished men join 70 others chosen over the last ten years as [Pink Tie Guys](#).

The 2016-2017 Pink Tie Guys include (in alphabetical order):

- **Reginald Gilyard**, dean, Chapman University's Argyros School of Business
- **Craig Glorioso**, shareholder of Real Estate Practice, Greenberg Traurig
- **Douglas S. Ingram**, CEO, Chase Pharmaceuticals Corporation
- **Lupillo Ramirez**, MBA, hispanic product/private label and differentiation director, Northgate Markets



- **Mark Rutherford**, senior vice president, human resources, First American Financial Corporation
- **Philippe Schaison**, EVP and president, Allergan Medical
- **Joe Stein**, consultant, Simply Innovative

“For more than a decade, our Pink Tie Guys have leveraged their strong community ties to help us engage more community leaders, raise more funds in support of the Komen mission and bring breast health awareness to their employees,” said Lisa Wolter, executive director of Komen Orange County. “The hard work of our dedicated group of businessmen perfectly aligns with our commitment to carry the Komen promise into the future to find the cure for breast cancer, while helping those who are struggling with it today.”

Attendees included Orange County community and corporate leaders, breast cancer survivors, Komen Orange County Pink Tie Guys and breast health advocates. Guests walked a pink carpet and enjoyed pink cocktails before a sunset reception. Hors d'oeuvres were kindly donated by [Bluewater Grill](#), a Pink Tie Ball donor since the event's inception. Dinner was prepared by 24 Carrots Catering and Events. The event went smoothly thanks to the hard work of more than 150 Komen Orange County volunteers.

Guest speaker Hans Keirstead, a pioneer in stem cell research, inspired hope for the future as he shared research breakthroughs with the discovery of cancer stem cells, and its application to breast cancer treatment. The inspiring gala also included silent and live auction items and one-of-a-kind experiences contributed by local businesses and Komen supporters. The opportunity drawing donated by Black, Starr & Frost and Kendra Scott valued at \$7,160 included several fine jewelry pieces. The Ignite Your Promise pledges raised more than \$180,000. Additional funds were raised through sponsorships, ticket sales and other opportunities during the gala.

**Founding Sponsors** are The Allergan Foundation, Lee Ann Canaday/The Canaday Group and Harald Herrmann. Additional sponsors include: **Platinum Level Sponsor** is Greenberg Traurig, LLP. **Gold Level Sponsors** are Pacific Life and Aviation Capital Group and Saks Fifth Avenue. **Silver Level Sponsors** include Bank of the West, Bluewater Grill Seafood Restaurant, Experian, First American Title Insurance Company, Tari and Alain Hirsch, Kaiser Permanente, Plaza Bank, Pratt & Whitney, PricewaterhouseCoopers LLP, Julie Ann and Jim Ulcickas and White & Case LLP. **Exclusive media sponsor** is Modern Luxury Orange County.

Throughout Pink Tie Ball's 10-year history, Komen Orange County has invested more than \$5.6 million into [breast cancer research](#). Since the Affiliate was founded in 1991, Komen Orange County has contributed more than \$36 million for local breast health programs and research. Today, Komen has become the world's largest breast cancer organization, funding more research than any other nonprofit, and second only to the U.S. government.

75 percent of funds raised at the event will go toward Orange County programs focused on the breast health needs of the community and 25 percent will energize global breast cancer research. In addition to the Pink Tie Ball, Komen Orange County hosts additional annual initiatives, including ongoing breast health outreach in Orange County and major fundraising events such as Race for the Cure®, to be held Sunday, Sept. 25, at Fashion Island in Newport Beach. The early bird registration price of \$25 will end on June 30. To register, visit [www.komenoc.org/race](http://www.komenoc.org/race).

#### **About Susan G. Komen®**

Nancy G. Brinker promised her dying sister, Suzy, she would do everything in her power to end



breast cancer. Today, Susan G. Komen® works to end breast cancer in the U.S. and throughout the world by investing more than \$750 million in breast cancer research and \$1.5 billion in community outreach programs over the past 30 years; providing funding to help low-income and uninsured women get screened and get treatment; advocating for cancer research and outreach programs; and working globally in more than 30 countries. Visit [komen.org](http://komen.org). Connect on [Facebook](#) and [Twitter](#).

For more information on Susan G. Komen Orange County, please visit [www.komenoc.org](http://www.komenoc.org) or call 714-957-9157.