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THE 6TH ANNUAL BOGART WINE AFICIONADO DINNER AND AUCTION AT DISNEY CONCERT HALL ON MAY 8TH RAISED \$341,000 FOR PEDIATRIC CANCER RESEARCH

(May 13, 2008—Los Angeles, CA)—The Sixth Annual Wine Aficionado Dinner benefiting the Bogart Pediatric Cancer Research Program proved to be an enormous success on Thursday, May 8th. The \$1,250 per seat sold-out wine dinner and live auction called “Dial M for Merlot” raised an impressive \$341,000, nearly matching last year’s record-breaking dinner, and resulting in the highest net profit of the event’s six-year span. To date, the annual affair has raised over \$1,451,000.



Bogart Pediatric Cancer Research Program

The motivation for this high-class revelry was the Bogart Pediatric Cancer Research Program, which conducts the leukemia and cancer research for infants, children, and adolescents at the Childrens Hospital Los Angeles.

“It is remarkable to see the progress that has been made, and the lives which have been saved over the past six years. I am confident that the support and generosity of the wine lovers who came together for this dinner will benefit countless children’s lives for many years to come,” commented Bogart Board Member and Event Co-Chair Sandra Rapke.

The elegant evening began with a reception in the upstairs balcony of the Walt Disney Concert Hall featuring 1996 Veuve Clicquot “La Grande Dame” and 2005 Kistler Vine Hill Chardonnay. Dinner immediately followed, with a seated, four-course meal prepared by Patina Catering and Chef Joachim Splichal. The courses were paired with highly-collectible Merlot varietal wines, including a 2004 Villa Russiz Graf de la Tour, 2004 Avignonesi Desiderio, 2000 Girolamo Castello di Bossi (Berardegna), 1999 Arietta Merlot, 2002 Colgin Jubilation Merlot, 2005 Blackbird Merlot, 1998 Château Clinet (Pomerol), 1998 Château Monbousquet (St-Émilion), and 1998 Château Quinault l’Enclos (St-Émilion). The wines were all selected and sourced by the Wine Dinner Committee.



Event Co-Chairs Jeff Smith, Sandra Rapke, Ann Colgin and Joe Wender

Rapke introduced members of the Dinner Committee, and talked about Bogart’s exciting new chapter as a completely autonomous entity, following a 25-year partnership with the T J Martell Foundation. She then welcomed Dr. Stuart Siegel, Director of the Bogart Pediatric Cancer Research Program, to talk about the recent advances in cancer treatments, and to thank guests for their continued support.

Dinner guests included Los Angeles notables such as Gary Newman (Chairman, Twentieth Century Fox Television), Jef Levy (Director, S.F.W.), Pamela Skaist-Levy (co-founder of Juicy Couture), musician and film producer Shaun Cassidy, actor Dean Cain (“Lois & Clark: The New Adventures of Superman”), producer Randall Miller and writer Jody Savin (*Bottle Shock*), and Michael Polenske (proprietor of Blackbird Vineyards). Event Co-Chairs Sandra Rapke, Ann Colgin (Colgin Cellars), Joe Wender (Goldman Sachs & Co.), and Jeff Smith (Carte du Vin) were joined by Dinner Committee members including Bob Bookman (CAA), Michael Duffy (Morgan Stanley Dean Witter), Stacie Hunt (DuVin Wines), Joe Kessler (SS&K), Matt Lichtenberg (Level Four Business Management), Pamela Morton (Morton’s restaurant), Christian Navarro (Wally’s Wine & Spirits), Mark Beaven (Advanced Alternative Media), Carl Parmer (Curtco Media), and Nadine Schiff (Executive Producer, *Made in America*), who donated their time, energy and items for auction lots that made the event a huge success.



Eric Espuny, Sommelier for Patina

The night’s highlight was an auction led by Sotheby’s Wine Department consultant Ann Colgin and Event Co-Chair Jeff Smith. This year, wine aficionados went into a bidding frenzy over two exclusive wine lots. The “1990 Lot,” which featured a dozen wines from 1990, a vintage legendary for producing great wines from every corner of the globe; and the “Right Bank Lot,” which featured a case of prized Bordeaux wines such as Château Cheval-Blanc and Château Ausone, as well as seven highly-rated wines from the great 2000 vintage.

One of the most exciting lots of the night was “Screaming Teen Dream.” The package featured tickets for high-profile events such as KIIS-FM’s Wango Tango, an upcoming Jonas Brothers

Concert with a meet-and-greet, passes to the 2008 MTV Movie Awards and the 2008 Teen Choice Awards, and the chance to walk the red carpet at the world premiere of the upcoming Will Smith movie *Hancock*.

Other auction highlights included a highly-coveted seat on the *Robb Report* “Car of the Year” panel, which sold twice; “Viva Las Vegas,” which included use of a private jet for a getaway to Las Vegas, and tickets to “Bette Midler The Showgirl Must Go On,” followed by a private meet-and-greet; “Big Love,” a dinner with Actor Bill Paxton at the home of Ann Colgin and Joe Wender; the “Best Sellers” private dinner with author Richard Price at CAA literary agent Bob Bookman’s historic home, once occupied by Howard Hughes and Katherine Hepburn; “Flick for a Flock,” a lot featuring a screening party of the 2008 Sundance Film Festival hit wine film *Bottle Shock*; “Everything’s Coming Up Rosens,” a private movie screening in the home of Fred and Nadine Rosen; and the unique, DNA-based artwork lot “One in Three Billion.” The auction concluded with 42 guests generously volunteering to



Event Co-Chair Sandra Rapke, *Bottle Shock* Director Randall Miller and Writer Jody Savin

donate \$750, with each donation funding a fully-loaded laptop for a Bogart Scholar patient. On June 1, 2008, at the Childrens Hospital Los Angeles "Celebrate Life" event on the Paramount Lot, Bogart will present the laptops, along with education scholarships, to teens battling cancer.

About the Bogart Pediatric Cancer Research Program

The Bogart Pediatric Cancer Research Program's primary purpose is the financial support of the Bogart Labs at Childrens Hospital Los Angeles. Bogart is dedicated to continue its support for those programs and projects that are on the cutting edge of "bench to bedside" research. Bogart funds the diagnosis, treatment, care and cure of leukemia, cancer and AIDS by funding on a research development grant basis. This funding enables the foundation to secure more substantial support from other funding sources.

Named in memory of Neil Bogart, the late record and film executive who died of lymphoma at the age of 39, The Bogart Pediatric Cancer Research Program was founded in 1984. Looking to celebrate his life; friends, family and colleagues linked efforts with the beginnings of a pediatric cancer research program at Childrens Hospital Los Angeles. Songwriter Carole Bayer Sager and Neil's widow Joyce Bogart Trabelus cited as an inspiration his love of children and his resolve that one person could make a difference. Today, Bogart, which supported one small laboratory, now supports several research programs whose impact is felt across the world.

The exciting research that goes into the Bogart Pediatric Cancer Research Program is a result of the unique combination of the leadership, talent and ideas of the researchers and clinicians; the research funding from Bogart; the facilities, staff and patients of the Childrens Hospital Los Angeles (CHLA); and the Children's Oncology Group (COG).

An idea begins in the mind of a researcher and is funded by seed grants from Bogart. As the research shows promise, more traditional funding sources are available to expand the research. Because of the relationship between the Labs and CHLA, research jumps at the earliest stage from the "bench to bedside" of a child, where it is needed most. Through the COG, medical professionals at 120 member facilities around the world have access to this research and are able to cross-reference their patients and treatments with the latest protocols.

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