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Mission Control: Blast Off at 2015 Pink Tie Ball®

The sky's the Limit for Susan G. Komen Orange County

COSTA MESA, Calif., April 10, 2015 – For the ninth consecutive year, [Susan G. Komen® Orange County](#) will unite hundreds of people with a common purpose and shared vision at its signature [Pink Tie Ball](#) on May 30 at the Orange County Great Park, Palm Court Arts Complex in Irvine. Themed “A Blast for the Cure,” attendees will join the nonprofit as it “blasts” toward more effective breast cancer diagnostic and treatment options and improvements to life-saving research for women and men fighting the disease. The event also will serve to encourage breast cancer survivors, supporters and advocates to reach for the outer limits of critical fundraising efforts for the Komen mission: a world free of breast cancer.

“Since 2007, our Pink Tie Guys have made a profound statement about the need for more support to fight breast cancer,” said Lisa Wolter, executive director of Komen Orange County. “The 2015 class of esteemed men being honored at this year’s Pink Tie Ball are sure to inspire men and women alike throughout the county, educate others about breast health and help us bring awareness to this terrible disease.”

Spearheading the 2015 Pink Tie Ball and leading the event committee to another successful effort in support of Komen Orange County’s mission are event co-chairs Scott and Karen Sherman. [Scott Sherman](#) previously was executive vice president of human resources at Allergan, Inc., founding sponsor of the Pink Tie Ball. On May 1, he will join Ingram Micro as executive vice president of human resources. Scott’s background is in the pharmaceuticals and medical device industries. His wife Karen is a local philanthropist who is passionate about the Komen mission to save lives and end breast cancer forever.

“We have attended the Pink Tie Ball for years and have always been inspired to do more for Komen Orange County, so when presented with the opportunity, we jumped on it immediately,” said Scott Sherman. “No one should ever have to battle this terrible disease – that’s why we’re looking forward to creating an unforgettable celebration to help raise a record-breaking amount to end breast cancer.”

The evening will see seven new male breast health supporters honored with the prestigious title of “Pink Tie Guy,” the special distinction given to a select few for outstanding support of Komen Orange County’s mission of ending breast cancer locally. The inducted men will join the ranks of 56 predecessors who have also devoted themselves to the fight against breast cancer over the years.

Pink Tie Ball, which has raised more than \$2 million since its inception, is one of Orange County's most anticipated and glamorous events, characterized by different fabulous themes and locations each year. "A Blast for the Cure" promises to delight guests with a magical evening of gourmet food, entertainment and dancing, along with live and silent auctions with stunning prizes. Event and jewelry sponsor [Black, Starr & Frost](#) will offer an incredible opportunity drawing to win a \$10,000 gift card and a hosted dinner on the patio of the elegant jewelry store.

Founding and Presenting Sponsor is The Allergan Foundation. Additional sponsors include: **Gold Level Sponsors** Bank of the West, Pacific Life Insurance Company, Saks Fifth Avenue and **Silver Level Sponsors** Alain Hirsch Construction Corp., Black, Starr & Frost, Experian, First American Title Insurance Company, Jones Day, Kaiser Permanente and Karen and Scott Sherman. Official media sponsor is *Riviera Orange County | Modern Luxury*.

Along with the Race for the Cure[®] – which will be held on September 27, 2015 – Pink Tie Ball is one of the most significant fundraisers for the Orange County Affiliate of Susan G. Komen. 75 percent of the money raised at the gala will benefit a variety of local programs dedicated to serving the community's breast health needs, including education programs and medical and diagnostic services for uninsured and underinsured women. The remaining 25 percent will benefit the Komen Global Research Fund.

Tickets for the 2015 Pink Tie Ball are on sale now. Individuals are \$350 and sponsorship packages range from \$5,000 to \$50,000. For information please contact Stacy Davis at sdavis@komenoc.org or call (714) 957-9157. To learn more about the Pink Tie Ball and opportunity drawing, visit www.komenoc.org/pinktieball.

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. Connect on [Facebook](#) and [Twitter](#).

For more information on Susan G. Komen Orange County, please visit www.komenoc.org or call 714-957-9157.