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Susan G. Komen Orange County's Annual Pink Tie Ball Celebrates A Decade Of Impact

Signature fundraiser stemmed from one man's tragedy turned into vision

COSTA MESA, Calif., April 6, 2016 – A husband who lost his wife to breast cancer in 2004 returns to center stage on Saturday, May 7, at [Susan G. Komen Orange County's](#) 10th Annual Pink Tie Ball, having become the “pinkest,” most dedicated male advocate fighting breast cancer in Orange County. Harald Herrmann will co-chair the event with his son, Austin, who was just eight years old when his mother died. Now a Biola University student, Austin joins his father as the youngest co-chair in the decade-long history of the Pink Tie Ball.

Herrmann helped create the signature fundraiser in 2006, served in the inaugural class of Pink Tie Guys and helped raise many thousands of dollars for the cause. It's the 25th anniversary of Susan G. Komen Orange County and the 10th anniversary of Pink Tie Ball and with those milestones, the nonprofit is pulling out all stops to make this a spectacular, memorable event. The evening will take place at the state-of-the-art new venue, [AV Irvine](#), sure to give the ball extra sparkle.

Along with Herrmann, senior vice president, special projects of Darden's Specialty Restaurant Group, and Austin, three other prominent co-chairs have signed on to make this anniversary event extra special, including:

- **Julie Ann Ulcickas** – 2007 Pink Tie Ball chair, former runway model and 1988 Tournament of the Roses Royal Court Princess
- **Denis Kalscheur** – Vice Chairman, Aviation Capital Group
- **Khanh T. Tran** – CEO of Aviation Capital Group

“To think that our signature gala all started because of one man who acted on a vision to mobilize the community to raise critical funds for breast cancer, to now, a decade later, just shows us that anything is possible,” said Lisa Wolter, executive director of Komen Orange County. “It's incredible to see the impact Komen Orange County has made in the last 10 years, largely due to events like the Pink Tie Ball. We're so fortunate to have a group of Orange County power players join him during our 25th anniversary, for a very special evening.”

At the event, seven new male breast health advocates will be recognized with the title “Pink Tie Guy,” an extraordinary honor given to a select few for their exceptional support of Komen Orange County's mission of ending breast cancer. Over the past 10 years, Pink Tie Guys have helped influence, inform and mobilize the community to raise funds and change the way we talk about breast cancer. The 2016 cohort will join 63 predecessors who also have given tremendous support to the breast cancer community.

“When breast cancer claimed my mother's life when I was very young, my family was torn apart,” said Austin Herrmann. “So, when presented with the opportunity to co-chair this year's

Pink Tie Ball alongside my dad, I jumped at the chance. It's a way I can honor my mom, while helping many others. My hope is that no other child will have to lose a loved one to this horrible disease.”

Since its inception, Pink Tie Ball has raised \$2.5 million and is one of Orange County's best fetes, characterized each year with a new passionate theme and non-traditional venue. The event will enchant guests with an unforgettable night of delicious eats, entertainment and dancing, in addition to live and silent auctions with spectacular prizes.

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

Along with the Race for the Cure® – which will be held on September 25, 2016 – Pink Tie Ball is one of the most significant fundraisers for Susan G. Komen Orange County. Seventy-five percent of the money raised will stay in Orange County and benefit organizations committed to serving local breast health needs, including education programs and health and diagnostic services for uninsured and underinsured men and women. The other 25 percent will benefit the Susan G. Komen Award and Research Grant Program, which funds groundbreaking breast cancer research.

With all the excitement and fanfare surrounding the 10th Anniversary Pink Tie Ball, and the prominent individuals spearheading the event, it sold out in quick order. The nonprofit encourages those who wish to support the fight against breast cancer to donate auction items or contribute to the nonprofit via its CrowdRise page at <http://bit.ly/1pnUubw>.

For event information, please contact Stacy Davis at sdavis@komenoc.org, call (714) 957-9157 or 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.