

CONCERN
FOUNDATION



FUNDING CANCER RESEARCH WORLDWIDE

Concern
Foundation for
Cancer Research
40th Annual
Block Party

celebrating

BEST OF LA 2014
Los Angeles
MAGAZINE



The 40th Annual Concern Foundation Block Party was held on Saturday July 12th at Paramount Studios in Hollywood. The theme of the event, "Fiesta Grande: Celebración de Vida", honored the founding partners of Partners Trust Real Estate Brokerage & Acquisitions Nick Segal, F. Ron Smith, Richard Stearns and Hugh Evans III along with Jaclyn Smith. The "New York" backlot at Paramount Studios was transformed into an Latin celebration where 4,000 guests enjoyed tastings from nearly 60 restaurants and caterers and entertainment on four different stages with performances by Cartaya's Enclave, Trios Ellas, Jose Garcia and The Love Experience, Caro Pierotto and Marbella plus D'City Sound with MC Dwayne. Attendees also participated in interactive activities like games, digital photo booth by Brian Kramer Photography, spa services by Marinello Schools of Beauty, and a live and silent auction that featured over 150 great items and packages including travel destinations one-of-a-kind experiences.

Los Angeles magazine, the media partner for 10 years running, outfitted the Best of LA[®] street with a Mercedes-Benz Futuristic Lounge that featured the SLS AMG GT, S550 and SL63 models. Guests also enjoyed body assessments and massages from EQUINOX, casino style gaming and cocktails sponsored by TANQUERAY[®], a photo booth presented by ARIA Resort & Casino, a Stella Artois Patio, samples from Clif and Luna bar, manicures from Nails in Your Room, and artisan coffee and tea from Grand Avenue Coffee. With the support of these sponsors, Los Angeles magazine donated \$25,000 to Concern Foundation.

In total, the event yielded an astounding \$1.8 million to support cancer research. Since 1968, the foundation has raised over \$57 million for cancer research, awarding funds to over 700 cancer researchers throughout the United States and around the globe.



This page, top to bottom, left to right: Publisher Erika Anderson presents the check to Concern Foundation for Cancer Research; Concern Foundation President Derek Alpert and Director of Donor Relations & Community Outreach Katie Vickers; Honorees F. Ron Smith, Richard Stearns, Hugh Evans III and Nick Segal of Partners Trust Real Estate Brokerage & Acquisitions with Concern Foundation Executive Board Chairperson Nancy Eisenstadt; 4,000 attendees filled the Paramount Studios backlot

Opposite page, top to bottom, left to right: Mercedes-Benz SLS AMG GT and S550 featured in the Futuristic Lounge; EQUINOX offered massages and body assessments; gentlemen enjoying ice-cold Stella Artois; a couple poses for the camera; a Latin dance performance on the Main Stage; attendees pose in the ARIA Resort & Casino photo booth; honoree Jacklyn Smith; casino-style gaming sponsored by TANQUERAY, Los Angeles magazine offered guests the August Best of LA[®] issue and gum; a mariachi band greeted guests; Mercedes-Benz SL63

RESTAURANTS | DESSERTS | BEVERAGES

Abigail, Adam Carolla's Mangria, Akasha, Asahi Beer, Audrey's Cookies, Bar Hayama, BLVD 16, California Sushi Academy, Casablanca Restaurant, ChocoBoost, Cliff/Luna Bar, CT Imports, Dandy Don's, DeLuscious Cookies and Milk, Dia de Campo, Factor's Famous Deli, Fireman's Brew, Fogo de Chao, Goldie's LA, Goose Island, Grand Avenue Coffee, Herb Alpert's Vibrato Grill & Jazz, Kabuki Japanese Restaurant, KeVita, La Provence Patisserie, Lawry's Catering, Lenny's Deli, Little Sister, Ludlow's Cocktail Co, M Café, Mamma's Boy Tequila, Maria's Italian Kitchen, Marino Ristorante, Michelob Ultra, Mr. Ardi's Catering, Pasquini Espresso Co, Pink's Hot Dogs, Porta Via, Public School On Tap, Reed's Ginger Brews, Rita's Italian Ice, Rosti Tuscan Kitchen, Samba Brazilian Steakhouse, Savore Cuisine, Schaffer's Genuine Foods, Scratch I Bar, Seasons 52, Slater's 50/50, Someone's in the Kitchen, Sonoma Cider, State Social House, Stella Artois, Stonefire Grill, Sushi Roku, Sweets for the Soul, TAKE A BAO, Tanino Ristorante & Via Alloro, TANQUERAY, The Glendon Bar & Kitchen, The Grill on the Alley, The Larder at Tavern, The Mark for Events, The Urban Oven, Tito's Vodka, Ventura Limoncello Co, Weaver's Coffee and Tea, Wildcraft Sourdough Pizza

