



under the MICROSCOPE

43RD ANNUAL BLOCK PARTY

KINGDOM OF CONCERN

AN EVENING OF FEASTING,
REVELRY AND DANCE

Honoring

SPIRIT OF CONCERN HUMANITARIANS
KELLY STONE SINGER
BRUCE SINGER
& EDEN ALPERT

SAVE THE DATE

43rd Annual Block Party is Saturday, July 8

On Saturday July 8, 2017, Concern Foundation will present the 43rd Annual Block Party, Kingdom of Concern: an evening of feasting, revelry and dance, on the back lot of Paramount Pictures Studios in Hollywood.

The event will be led by event chair Lexy Carroll and a team of volunteers, and will be designed by John Ferdenzi of Town & Country Event Rentals. The event is expected to be attended by 4,000 guests with a goal to exceed last year's \$2 million dollars raised for cancer research.

The Spirit of Concern Humanitarians awards will be presented to Kelly Stone Singer, Bruce Singer and Eden Alpert for their incredible work in our community on behalf of several important causes. You can read more about our wonderful honorees in this newsletter issue.

The backlot streets will be filled with over 75 food and beverage vendors under the direction of Nancy Eisenstadt, Megan Mulcahy and Whitney Carroll, including Clausen's Oysters, Deluscious Cookies & Milk, Don Q Tequila, El Floridita, Fireman's Brew, Fogo de Chao, The Grill on the Alley, Herb Alpert's Vibrato Grill Jazz, Il Pastaio, Ocean Prime, The Palm, Pink's Famous Hot Dogs, Tanino Ristorante, Reed's Ginger Brew, Urban Oven and Via Alloro, just to name a few.

Entertainment will include performances on multiple stages by the Tom Nolan Band and D'City Sound featuring DJ Dwayne. The evening Master of Ceremonies will be KNX1070 News Radio's Frank Mottek, and AV Masters

will donate all of the audio and visual components that truly enhance the entire event.

One of the highlights of the evening will be the silent and live auctions under the direction of this year's auction chairs Ann Capogrosso, Lynne Fox, Wendy Nogradi, Madeline Rose and Courtney Teller. The auctions will include one-of-a-kind opportunities such as concert and event tickets, restaurant experiences, staycations, golf packages and so many other wonderful items donated by our friends in the community. Last year the silent and live auctions raised over \$97,000!

The Block Party features dancing, interactive entertainment and activities including casino-style games, Brian Kramer Digital photography studio, Island Ink airbrush tattoos and salon and spa services. For the 13th year Concern will help celebrate The Best of LA 2017® on Los Angeles magazine's street which will include lounges, photo booths, food stations, DJs, plus coffee, beer and wine tasting.

Starting from a simple idea back in the early 70s and seeing it become a reality with thousands of moving parts is the one thing that sets Concern's signature Block Party apart from most other organizations in this city. It takes a tremendous team comprised of three generations of volunteers all working together, and this year's Block Party is on course to be one of our most successful fundraising events yet.

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A message from Ilyse Teller

Concern Foundation Board Chair



Greetings! I hope your year is off to a great start. Concern Foundation has been keeping busy working on both the Los Angeles Marathon and this year's Block Party.

We recently cheered on Team Concern at the LA Marathon and BIG 5K, where our team of over 90 walkers and runners raced to the finish. So far Team Concern has raised more than \$192,000 for cancer research! Our team members have been so committed to training and raising money for months, and I am grateful for their support.

We're also getting ready for our Block Party on July 8. I am so excited as it is already shaping up to be a fantastic event, with a theme we've never done before. We're fortunate to have Block Party veteran Lexy Carroll chairing the event. Together with our auction committee and Concern staff, I am confident our 43rd Block Party will be incredible.

The Block Party is the result of many people working together and supporting Concern Foundation to make it a success. We would love for you to get involved and help us bring this party to life!

Like many of you, I have too many friends who have cancer and are suffering, not just from the cancer but from the effects of their treatments on their bodies. Concern's research grants allow scientists to work tirelessly to find solutions to get rid of cancer without damaging the entire immune system.

This is why I continue to do what I can to conquer cancer, and I hope you will join me. Please consider joining our Block Party efforts by recruiting restaurants, scouting auction donations and securing sponsors.

I look forward to working with you to make this year's Block Party the best yet. Thank you so much for your support!

Ilyse Teller

MEET OUR 2017 BLOCK PARTY HONOREE EDEN ALPERT

This year's co-honoree, Eden Alpert, is no stranger to Concern with her many years of active involvement as a volunteer and supporter. Eden is a single mother of a beautiful 21-year-old daughter, Kylie, who is currently attending the University of Oregon. Eden has instilled her own core values about being involved in a non-profit, which is more than just being able to donate some money. She truly believes that to be involved and make a difference, people must become educated about the organization and roll up their sleeves, and become active by sharing resources, talents, and experience to further an organization's mission.

Eden has been involved with Concern since the Concern II days. She and her daughter have been active participants in many of Concern's fundraising and "friend-raising" events as members of Team Concern with the LA Marathon, chaperones at Concern's annual day for the Kids at Universal Studios Hollywood, and volunteering for the annual Concern holiday events for cancer patients and families. As a partner at Herb Alpert's Vibrato Jazz Grill, Eden makes sure that her restaurant has a presence at our annual Block Party that is one of the top destinations for our event guests.

Eden is a community activist and involved with several other non-profit organizations. She is extremely proud of her work as a board member for an organization called A Window Between Worlds. Eden has a special love and affinity for helping youth whenever possible. She is extremely active with the Boys and Girls Club in San Gabriel and through that club, she has helped to develop the music program for various Boys and Girls Clubs all over the Los Angeles area. She is an animal rights and rescue activist, as well as

maintaining an active role with Vista Del Mar, an organization very near and dear to her heart.

In her spare time, Eden refers back to her time in the music business and her family's music heritage by working with various song writers, setting up collaborations for them to create incredible songs. Eden boasts that one of her strongest attributes is that she is the catalyst that connects people, forming forever relationships. She is the person that everyone seems to seek out for advice, referrals, and new ideas with her ability to make the right connections.



Eden represents a new generation of humanitarian and philanthropists and Concern is proud to honor her commitment to making the world a better place.

MEET OUR 2017 BLOCK PARTY HONOREES

KELLY STONE AND BRUCE SINGER

Kelly Stone was born in rural Pennsylvania where her father worked in a tool and dye factory and her mom as a homemaker. Kelly moved to Los Angeles in 1984, where she would continue her dedicated work as a nurse for some of the top doctors in this town.

Six years later, Kelly had a devastating fall and after five trauma surgeries and 4 years in and out of a wheel chair, Kelly's life began to take a turn when her sister, and best friend, actress Sharon Stone got Kelly involved in the homeless community.

Inspired by her accident, Kelly realized the importance not only of having hope in one's life but of giving hope to others lives; the importance of having a support system during a family and medical crisis and the need for resources within the underserved homeless community of single mothers and their children.

In 1993, Kelly and her sister, actress Sharon Stone, founded the nonprofit organization Planet Hope. Planet Hope gave Kelly a new outlook on life and brought many positive opportunities into the lives of others. Planet Hope provided summer camps for displaced, homeless, and abused children and their families; offered counseling, job fairs, housing opportunities, and programs to help the families return to a better more productive life. Each year, Planet Hope provides tutoring, positive self-esteem experiences, makeovers and field trips for the mothers and children alike.

To this day, Planet Hope provides thousands of the Christmas and Chanukah gifts and toys received by the children within the Los Angeles area homeless shelter system. Planet Hope is also providing thousands of dresses to underprivileged high school girls across the country so that they too can experience the right of passage and attend their high school prom attired and coiffed like every other young woman about to graduate high school.

In the late 1990's, Kelly decided to follow her dream into the fashion world and she launched an entertainment marketing agency; Scene Again. Through Scene Again, Kelly worked with some of the biggest fashion houses, placing their products and services in some of Hollywood's most successful feature films, television shows and corresponding red carpet events. Her clients included Roberto Cavalli, Dior, Kenneth Cole, Diesel, J. P. Tod's, H Stern, The Oppenheimer Family, Oliver People's and many many more.

Kelly's husband and love of her very busy life is Bruce Singer. Bruce was born in Bronx New York, which makes him by birth a Yankee fan. Bruce has 3 children, two sons that both are attorneys Josh and Nick, 35 and 27 respectively and a daughter Stefanie, 29.

Bruce attended Long Island University and Harvard University and graduated cum laude with a distinction in International Law and Foreign Service and was named to the National Social Science Honor Society. Bruce obtained his law degree from Whittier College School of Law and served as a law clerk to judges and Commissioners in both the Criminal Court and Superior Court of Los Angeles.

Bruce's business career began renting roller skates in Venice California where he worked long and tedious hours on the beach renting roller skates, bicycles and boogie boards to beautiful bikini clad California girls looking to get a little exercise. His business was well known in Venice not for its amazing service but because he conducted their rental activity out of the back of an old Funeral Hearse... their business and their slogan "Let Us Undertake Your Skating Needs" was a fixture throughout the beach communities in the 70's & 80's.

As a lawyer Bruce quickly morphed from renting roller skates on the beach to renting cars to tourists at airports throughout California Arizona Nevada and New Mexico that were looking to explore route 66, California's coast highway, the Arizona desert and the crap tables of Las Vegas. As the company exploded from 29 cars to over 10,000 cars By 1988, INC magazine named

Bruce and his company Rpm Rent A Car the 101st Fastest Growing Privately Held Companies in America; that same year.

Bruce was named runner up Entrepreneur of The Year Award presented by accounting firm Arthur Anderson and the Los Angeles Times. His company would consecutively be named an INC 500 Company in 1988, 1989 and 1990 as among the top 500 Fastest Growing Privately held company in the United States.

Bruce sold his company, RPM Rent-A-Car to a major automobile manufacturer in 1991.

Shortly thereafter, Bruce had an idea to provide loans to all sorts of people, rich and poor on the equity that existed within their cars, trucks, motorcycles, boats, jet skis and RV's. Bruce figured out a way to make equity loans to owners of those cars and trucks and other vehicles without running their credit and protected their privacy in the process. Bruce hired Chick Hearn, the Los Angeles Lakers play by play announcer as his spokesperson and pitchman for his TV commercials. The rest was history. Today RPM Lenders is a part of one the largest vehicle collateral lending networks in the United States; Bruce sold his interest in RPM some time back.

Bruce is an avid tennis player, musician and father. He has been an active board member of the Beverly Hills Tennis Club and has also served on other boards such as the Cedars-Sinai Diabetes Association and with his wife Kelly in her charity Planet Hope.

Bruce donates his time and energy to a multitude of causes. When Bruce met Kelly he immediately recognized her dedication to those less fortunate than her, specifically young children and single moms affected and often devastated by homelessness while directing the efforts of her charity Planet Hope. With Bruce by her side, Kelly spearheaded even bigger projects and achievements to benefit the sick and the homeless community.

Over the past several years Kelly has received notable honors and awards for her remarkable and thoughtful work from the Lupus Foundation, the Dali Lama's Missing Peace Project, the City of Los Angeles, Rising Women, the National Homeless Coalition, Drever Family Foundation, George magazine, Good Shepard, Chrysalis, LA Family Housing. She was also the recipient of the prestigious Humanitarian of the Year award by Harvard University's Harvard Foundation, just to name a few.

Today, Kelly and Bruce both enjoy witnessing the growth at Planet Hope and marvel at the programs serving cities across our nation.

Kelly and Bruce are truly humbled by Concern's decision to honor them both. They applaud Concern's continued efforts and commitment to fund ongoing Cancer research and their relentlessness in trying to find a cure for cancer and other autoimmune related diseases.

Bruce & Kelly would like to give a special thanks to the remarkable Board of the Concern Foundation and to their Co-Honoree Eden Alpert for all of the tireless work that they do on behalf of those in dire need or who have no voice of their own.

Bruce & Kelly express their deep appreciation to the board for the recognition that Concern has given to matters meaningful to the Stone-Singer Family and Planet Hope. "We recognize the remarkable accomplishments of The Concern Foundation and have offered to join the Concern family from this event forward".



Concern's 28th Annual Day for the Kids at Universal Studios

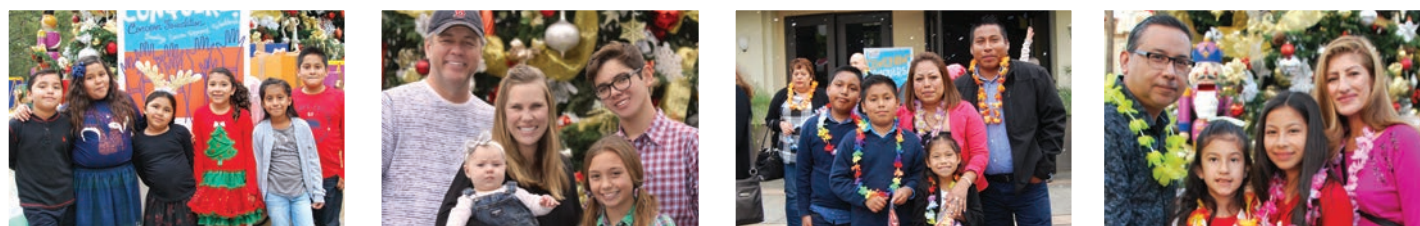


As always, we had an amazing time at Universal Studios Hollywood for our annual Day for the Kids on October 16. It really is a remarkable day enjoyed by patients, friends, family and volunteers.

This year we visited the new Harry Potter World—a favorite for many of our guests—had a delicious lunch catered by Universal Studios and spent all afternoon exploring the park.

We owe a debt of gratitude to our friends at Universal Studios' Discover A Star Foundation for generously donating this wonderful opportunity for the last 28 years, and to our volunteers who truly make this day so special. Concern is very honored to be a part of this incredible day, and we look forward to many more years with Universal.

Concern's Hawaiian Holiday Spreads Good Cheer



Concern Foundation's 29th annual Holiday Party at Paramount Studios on December 11 was a huge success. We loved welcoming hundreds of pediatric cancer patients and their families for a day filled with the movie Moana, good food, great activities and even better company.

This year we welcomed Rita's Italian Ice to the party—they were a smash hit! The kids always love having Beauty Bus Foundation there to get a new hairstyle and a makeover. Our favorite hot dogs from Factor's Famous Deli had a line around the whole party until they ran out! The day wouldn't be the same without 3D Cheeze Flip Photos, Island Ink tattoos, Brian Kramer Photography and of course, Santa Claus. We have Town & Country Event Rentals, Paramount Pictures Studios and all our wonderful volunteers to thank for this very special day!

A New LA Marathon Fundraising Record for Team Concern



On Saturday, March 18 and Sunday, March 19, more than 90 Team Concern runners and walkers completed the LA BIG 5K and the LA Marathon & Charity Relay, respectively.

Collectively they raised more than \$192,500—a record high for Team Concern. In its eight consecutive years as an official charity of the Los Angeles Marathon, Concern Foundation has raised more than \$945,000 for cancer research.

Concern once again teamed up with the Adolescent and Young Adult Cancer Program (AYA@USC) at USC Norris Comprehensive Cancer Center to recruit and fundraise. With their partnership, the first \$50,000 raised by Team Concern will be awarded as a research grant to the AYA Program.

A new partner this year, The Kevin Cordasco Foundation: Something Yellow also joined forces with Team Concern, with more than 20 runners raising over \$12,000. They brought tons of excitement and energy to Team Concern, and we hope they will return again next year!

The LA BIG 5K had an enthusiastic group of nearly 75 who ran and walked the race in support of cancer research at Dodger Stadium on March 18. The next day, dozens of volunteers came to support Team Concern and the 20,000 marathoners racing by at Concern's cheer zone in Beverly Hills. We were also joined by our friends at Suja who generously handed out their pressed juices and health waters to runners. They will also be part of our Block Party on July 8.

Overall it was a fantastic weekend with an inspiring team of people who worked hard, trained diligently and tirelessly fundraised on behalf of Concern, to help us "Conquer Cancer, one mile at a time."

Charity Golf Tournament Raises a Record High for Concern

On November 14, 2016 Concern was the beneficiary of NSBN's Annual Charity Golf Tournament, which raised \$85,000 for cancer research.

The money raised by the golf tournament will be granted by Concern to two different research projects in Los Angeles. The first is a brain tumor research project at Children's Hospital Los Angeles, led by Dr. Anat Epstein. The Adolescent and Young Adult Cancer Program (AYA@USC) at USC's Keck Medical Center will also receive a research grant.



This was Concern Foundation's third year partnering with NSBN, and in total we have raised over \$120,000 for cancer research. We are thankful to board member Allie Lehrman for connecting us with the firm, and we look forward to the 2017 Golf Tournament on October 30!



Researcher Spotlight: Dr. Jeremy Jones from City of Hope

Jeremy Jones, PhD, is a funded researcher at City of Hope who seeks to understand prostate cancer through analyzing testosterone levels and their effect on cancer risk. Here is a brief update on his work and recently published paper, in his own words.

I want to thank you again for your support of our low testosterone project and let you know that we recently published a paper that wouldn't have been possible without your support.

While we still haven't yet received a National Institutes of Health (NIH) research grant from this project yet, we've been really close, and we just got a really exciting result this week that I think will put us over the top.

Quick science: we found that low testosterone (T) causes the androgen receptor to bind the same places in the genome as we see in cancer cells. We also were able to use your funding to establish some long term treatment experiments which will finish this year—we may be able to show that low testosterone alone causes prostate cancer and that maintaining testosterone levels prevents it!

So thanks again for the funding—it meant a lot to me, personally, and to this project!

We love hearing these stories of progress and success, and better yet, bragging about it, so that our supporters can see firsthand where their donation goes and the impact it makes. Keep up the great work, Dr. Jones!

IN MEMORIAM

George Klein, MD, PhD

George Klein, MD, PhD, professor emeritus of tumor biology at the Karolinska Institutet in Stockholm, died on December 10, 2016, at the age of 91.

Dr. Klein, who collaborated with his wife, Eva Klein, MD, PhD, FAACR, for most of his long and notable career, was at the forefront of significant advances in tumor biology and immunology. Since 1981, Concern Foundation has provided 188 cancer research scientists in his laboratory funding from an annual award that is matched by Cancer Research Institute in New York.

A survivor of the Holocaust, Dr. Klein settled in Sweden in 1947, where he completed his medical degree and PhD. He received a personal professorship in tumor biology at the Karolinska Institutet, launching a lifetime of service to science. From his "retirement" in 1993 until his death, he was a research team leader at the Department of Microbiology, Tumor and Cell Biology, MTC, at Karolinska Institutet.

Dr. Klein received numerous honors throughout his career, including the 1979 Alfred P. Sloan, Jr., Prize of the General Motors Cancer Research Foundation for his pioneering work on the interrelation of cancer and the immune system. He was a member of the Royal Swedish Academy of Sciences, the Karolinska Institutet's Nobel Assembly (1957-1993), and the U.S. National Academy of Sciences.

Not only was he an active member of the Concern Foundation Scientific Review, but he was a good friend of the organization, who will fondly be remembered and celebrated.



Dr. David Weiss

The members of the Concern Foundation and the Lautenberg Center deeply mourn the passing of Professor David Weiss, who died on July 12, 2016.

David Weiss established the Lautenberg Center for General and Tumor Immunology and served as its first Director until 1996. Over all these years, David recruited resources and personnel for the center and structured it to be a cutting edge and leading institution for research and teaching. David was a leading scientist in the arena of cancer immunology and immunotherapy with more than 200 publications in scientific journals and books.

Since 1971, Concern Foundation has been proud to support the fine work of the Lautenberg Center. Our annual direct gift, along with a generous matching grant from the Ahmanson Foundation and the interest and earnings from an endowment that was set up by Concern nearly 40 years ago is used to support the ongoing work of the Lautenberg Center. Today there are ten full-time scientists and a multitude of graduate students and junior faculty members who are currently supported by funding from Concern Foundation.

David Weiss shall be remembered as a great researcher, teacher, writer and speaker who left an unforgettable signature on the quality of science performed by Lautenberg Center scientists.



43RD ANNUAL BLOCK PARTY



SATURDAY, JULY 8, 2017 · 6 P.M.

PARAMOUNT STUDIOS



KINGDOM OF CONCERN

AN EVENING OF FEASTING, REVELRY AND DANCE

Honoring
SPIRIT OF CONCERN HUMANITARIANS
**KELLY STONE SINGER
BRUCE SINGER
& EDEN ALPERT**

PREMIER: \$100,000

Reserved tables, 50 Block Party tickets, Full Page Digital Tribute*, event signage and sponsor name on invitation

BENEFACTOR: \$50,000

Reserved tables, 36 Block Party tickets, Full Page Digital Tribute*, main stage signage and sponsor name on invitation

PLATINUM: \$25,000

Reserved tables, 24 Block Party tickets, Full Page Digital Tribute* and recognition in publicity materials

HALL OF FAME DIAMOND: \$13,000

Reserved tables, 18 Block Party tickets, Full Page Digital Tribute*

PRESIDENT'S GOLD: \$6,000

Reserved table, 12 Block Party tickets, Full Page Digital Tribute*

RESEARCH PATRON: \$3,000

Reserved table, 6 Block Party tickets, Full Page Digital Tribute*

FAMILY CONTRIBUTOR: \$1,500

4 Block Party tickets (2 adults and 2 children under 12), no table, Half page Digital Tribute*

INDIVIDUAL BLOCK PARTY TICKETS

@ \$400 each Qty. _____ \$ _____

*Fair market value of each Block Party ticket is \$125.00

DIGITAL JOURNAL PAGES & LISTING

- Full Page Digital Tribute (15" w X 8" h) **\$1,200**
- Half Page Digital Tribute (15" w X 4" h) **\$750**
- Quarter Page Digital Tribute (7" w X 4" h) **\$500**
- Eighth Page Digital Tribute (3 1/2" w X 2" h) **\$250**
- Friends of Concern (name listing only) List as: _____ **\$100**

(Please Print) Name _____ Company _____

Address _____

Phone _____ E-mail _____

Concern Solicitor _____ Sorry, I am unable to attend. Please accept my donation in the amount of \$ _____

Enclosed is my check made payable to Concern Foundation \$ _____ Please charge my: VISA MC AMEX DISC

Amount \$ _____ Acct.# _____ Exp. Date _____ Signature _____

PLEASE MAIL THIS FORM

along with payment and artwork to:

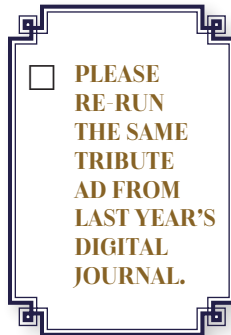
CONCERN FOUNDATION
Attn: Tribute Journal 2017
11111 West Olympic Blvd. Suite 214
Los Angeles, CA 90064

or you can submit your tribute and payment on-line at www.concernfoundation.org and e-mail tribute to jena@concernfoundation.org

For further information call: 310-360-6100

Learn more about Concern at www.concernfoundation.org

*Rules regarding exempt income for charities require "messages, tributes or acknowledgements" (as opposed to "ads") for the Tribute Journal. Messages may include a corporate logo and/or trademark message, but should not constitute an "ad" for the company. Concern Foundation's Federal ID #23-7002878



In lieu of a PRINTED TRIBUTE JOURNAL we are creating a **DIGITAL TRIBUTE JOURNAL** that will be displayed on a continuous video loop on large screens throughout the event.

If you wish to submit your ad electronically, we will **ONLY** accept **PDF, EPS, JPEG, INDESIGN OR ILLUSTRATOR** files suitable for 1920 x 1080 pixel resolution, aspect ratio 16:9. You can also send text in a Word document. If your ad includes logos or images, please send them separately as high resolution JPEG or vector files. Email ads to **Jena Brown at jena@concernfoundation.org**

AD DEADLINE: Friday, June 16, 2017

43RD ANNUAL BLOCK PARTY



SATURDAY, JULY 8, 2017 · 6 P.M.

PARAMOUNT STUDIOS



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KINGDOM OF CONCERN

AN EVENING OF FEASTING,
REVELRY AND DANCE

AUCTION DONOR FORM

PLEASE PRINT

Company Name _____

Contact Name _____ Contact's signature required _____

Address _____ City _____ ST _____ Zip _____

Phone (day) _____ E-mail _____

Concern Foundation Contact _____

Item(s) _____

Brief Description for bid sheet _____

Do you have any promotional items (i.e. brochures, pictures, etc) to display at the auction? _____

Any restrictions on this donation? _____

Retail Value _____ Expiration Date _____

Please check one: Donation enclosed To be delivered Please create certificate

Please return this form as soon as possible or no later than FRIDAY, MAY 26, 2017

Please send completed form to:

Concern Foundation, Auction Committee

11111 W Olympic Bl, Ste 214, Los Angeles, CA 90064

Phone (310)360-6100 • Fax (310)473-8300

info@concernfoundation.org • www.concernfoundation.org

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**CONCERN
FOUNDATION**



FUNDING CANCER RESEARCH
WORLDWIDE

CONCERN

CONQUER ANCELSHOW



under the
MICROSCOPE

UPCOMING EVENTS:

Saturday, July 8, 2017

43rd Annual Block Party at paramount Pictures

Monday, October 30

NSBN Charity Golf Tournament at North Ranch Country Club



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