



Tuesday, July 6, 2010

EVENTS: AT THE LIVMOR

Livmor Developers Host Fundraiser for Ralph Lauren Cancer Center



The Livmor

The developers of **Livmor Condominium** at 301 West 115th Street (Frederick Douglass Blvd.) are co-hosting a summer fundraiser on behalf of **The Ralph Lauren Center for Cancer Care and Prevention (RLCCCP)** on Wednesday, July 21, 2010, from 6- to 8 p.m.

The event, which will be open to the real estate community and supporters of the innovative cancer care center, will include a presentation by RLCCCP President and Founder, **Dr. Harold P. Freeman**. All proceeds will benefit the center's mission to making cancer screening and treatment available to all including the medically underserved and uninsured.

"The Harlem community has the unfortunate distinction of having the highest cancer death rate in New York City and among the highest in the nation," adds Dr. Freeman.

"Reducing the Harlem cancer mortality rate will require a partnership of health care providers, local businesses and residents. The Livmor-hosted fundraiser represents the type of partnership that is critical to our existence. We are grateful for Livmor's support and generosity."

In 2003, a brief meeting with designer **Ralph Lauren** led to a soft-spoken promise, generous donation and the founding of the Ralph Lauren Center for Cancer Care and Prevention. Cancer authority, Dr. Harold P. Freeman, M.D., is the architect of the revolutionary "Patient Navigation Program," designed to assist medically underserved patients in navigating their way through a complex health system. This program led to the signing of the Patient Navigator and Chronic Disease Prevention Act into law by President Bush in June 2005.

Livmor Condominium is a 12-story building with 24/7 concierge service, fitness facility, yoga studio, children's playroom, valet parking and a 3,500-square-foot landscaped terrace where the fundraiser will be held. It was designed by New York architect Hugo Subotovsky.

