



MERCEDES-BENZ POLO CHALLENGE AT BLUE STAR JETS FIELD

2010

Polo Matches Every Saturday from 4pm - 6pm
Saturday, July 24th Through Saturday, August 28th
Bridgehampton Polo Club, Two Trees Farm, Hayground Road

\$20 Parking

(all proceeds from parking benefit South Fork Breast Health Coalition)

* Please Note, No Pets Allowed



charity: water



HERMAN FOSTER



RCANO

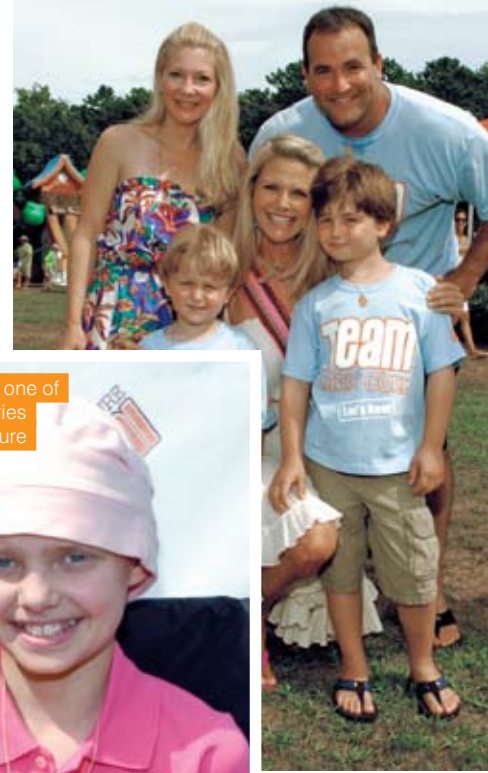


HAMPTONS

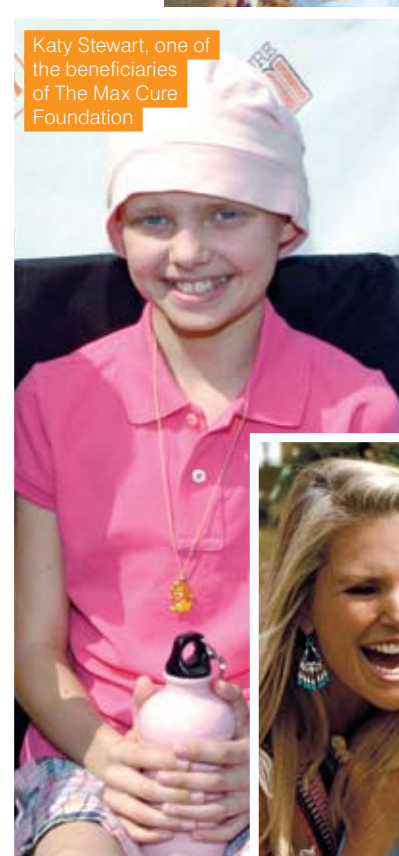
Lion Heart

Adam Gittlin roars forward in support of eradicating pediatric cancer.

Christie Brinkley (CENTER) with Annemarie, Alexander, David and Max Plotkin



Katy Stewart, one of the beneficiaries of The Max Cure Foundation



Christie Brinkley with Max Plotkin

FOUR-YEAR-OLD MAX PLOTKIN called what he had a “boo-boo.” The oncologist called it B-cell lymphoma. In May 2007, my close friend David Plotkin’s son was diagnosed with a form of the cancer so rare that Memorial Sloan-Kettering Cancer Center had never seen it before—and Max was already stage IV.

“When the doctor uttered the word ‘cancer,’” says David, “my hearing began failing, like a glass cocoon had mysteriously trapped me in the corner of the room. Annemarie and the surgeon, without moving their feet, started drifting farther and farther away.”

Cancer had presented itself as a seemingly unstoppable force. But inspired by Max’s resiliency, the family was determined to be an immovable obstacle for cancer. They formed The Max Cure Foundation and asked me to be a board member. As a friend and a father myself, I felt compelled and honored. In just three years, we’ve raised almost \$1 million of the \$5 million goal to underwrite a cell-therapy laboratory at Memorial Sloan-Kettering dedicated to pediatric cancers, an area of cancer research that is shockingly underfunded; improving quality of life during and after treatment; and finding cures that will save countless kids’ lives.

Today Max is thankfully in remission, but the fight to raise awareness continues. From Be Brave programs in partnership with Kidville, Unplugged on a Rug and Sports Club LA/Reebok to an animated film project and children’s books being developed around a character named Max the Lion, we continue to search for innovative platforms for our message. On August 21, we’ll be hosting our second annual Roar for a Cure Family Day Carnival at the East Hampton Indoor Tennis Club, and Anna Maria from *Camp Rock 2* will be performing. We hope to see you there. *To reserve tickets or make a donation, visit maxcurefoundation.org.*