

FOR IMMEDIATE RELEASE

Contact: Elizabeth Dowling
212-523-4047

Figure Skating Icon and Olympic Gold Medalist
Peggy Fleming, Who is Also a Breast Cancer Survivor
To Be Featured Speaker At:

Beth Israel Medical Center & St. Luke's and Roosevelt Hospitals
2007 Breast Service Luncheon

Followed by an Exclusive Fashion Presentation by Serge & Réal

New York, NY (March 28, 2007) Figure skating icon Peggy Fleming, who won the gold medal at the 1968 Olympic Winter Games and won three straight World Championship titles, is also a breast cancer survivor and will deliver the keynote address at Beth Israel Medical Center and St. Luke's and Roosevelt Hospitals Breast Service Luncheon on Wednesday, April 25, 2007, at 11:45 in the Grand Ballroom of the Pierre Hotel in New York. In January of 1998, on the 30th anniversary of her gold medal in Grenoble, France, Peggy Fleming learned that she had breast cancer. Faced with what she called "another Olympics, a life Olympics," her battle with breast cancer tested her resolve more than competition ever did. She now uses her fame to promote breast cancer awareness and prevention because she believes lives can be preserved through this increased awareness and support for causes that fight the disease. Peggy has been an on air analyst for ABC Sports for more than 20 years and she continues to provide warm and knowledgeable commentary to an ever growing audience. Today, her interests are focused on health issues as well as fitness; balance, she feels, is the key to living a vital and satisfying life. Towards that end, she has served on several community project boards, including San Jose's Sports Authority, Easter Seals and the PTA and was national spokesperson for the National Osteoporosis Foundation. Of course, her primary source of balance and joy has always been her family. She and her husband live in the San Francisco Bay area and have two sons and three grandsons.

Following the luncheon, designers Serge & Réal will present their Spring Collection during an exclusive fashion show for luncheon guests. Established on the Montreal fashion scene for more than 40 years, the designers, who met in fashion school, have been dressing Quebec society, artists and celebrities with their own label. Twenty years ago, they carved out a section of their couture atelier and created a boutique where they continue to offer a handful of ready-to-wear labels in addition to their own 30-to-40-piece

-more-

seasonal collection. In 1996, “Serge & Real” made its debut in the United States, with a salon in Palm Beach where the couture collection is presented monthly from November to March. September 2006 marked the opening of their showroom in New York at 22 East 72nd Street. From its choice of cloth and fabric to its made-to-measure tailoring and craftsmanship, the Serge & Real collection offers modern flair and elegance through an undeniably classic look and impeccable fit.

Proceeds of the luncheon, being chaired by Alice Netter, wife of long-time trustee Richard Netter, Esq, will benefit the Appel-Venet Comprehensive Breast Center at Beth Israel Medical Center and the Comprehensive Breast Center at St. Luke’s and Roosevelt Hospitals. These programs are some of the largest in New York City, providing diagnosis and treatment, educational programs, screenings, genetic counseling, clinical research, support groups and wellness programs for thousands of women and their families. For more than a decade, the Breast Service Luncheon has provided critical financial support for these important services.

The Pierre Hotel is located on Fifth Avenue at 61st Street. To purchase tickets, please call: 212-675-9474. For more information, please contact Elizabeth Dowling in the public affairs office: 212-523-4047. Peggy Fleming and Serge & Real will be available for interview at 11:00am.

####