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L.A. Beats Cancer Awards UCLA Santa Monica Breast Center with Nearly \$100,000; Funds Raised through Cocktails for a Cure

LOS ANGELES – L.A. Beats Cancer has awarded UCLA Santa Monica Breast Center with nearly \$100,000 generated at its inaugural fundraiser, Cocktails for a Cure.

“We are so thankful to the hundreds who turned out in so many ways to support us,” said Phil Tate, president and founder of L.A. Beats Cancer. “These precious funds will support critical research and lab equipment that ultimately save lives... like Liz’s.”

In honor of his late wife Liz Smagala Tate, in what would have been her 40th birthday month, Tate hosted Cocktails for a Cure at Hyde lounge on Sunset Boulevard in Hollywood on Aug. 17. In space generously donated by SBE – the title sponsor – nearly 250 supporters gathered with donors, corporate partners, officials and families touched by cancer, for a celebration of life. City Controller Ron Galperin attended along with other Los Angeles officials and leading companies including sponsors including Kilroy Realty, Liner LLP, and HMS Host.

The crowd watched remarks taped by Mayor Eric Garcetti and L.A. Beats Cancer debuted its own video telling the story of the origin of the organization and what it hopes to achieve.

Through ticket sales, sponsorships and a lively auction, the event brought in nearly \$100,000, bringing the total raised by L.A. Beats Cancer in the last year to more than \$120,000 – all awarded to UCLA Santa Monica Breast Center, where Smagala Tate was treated. Earlier, in 2013, Phil and his wife Liz raised another \$16,000 for cancer research performed at research institutions across Los Angeles, making L.A. Beats Cancer’s all-time fundraising total more than \$136,000.

For photos of the event, visit: www.LABeatsCancer.org/2015-photos.

About Us. The mission of L.A. Beats Cancer (www.LABeatsCancer.org) is to raise funds to support research saving lives otherwise lost to or threatened by the epidemic of breast cancer. Through supporting critical research in Los Angeles, the organization hopes that L.A. will ultimately beat cancer. L.A. Beats Cancer was formed by Phil Tate and friends of Liz Smagala Tate in 2014 to honor Liz, continue her legacy of bold action and leadership and put an end to cancer once and for all.

Three months after giving birth to her first child, Liz Smagala Tate was diagnosed with stage four triple negative breast cancer. Hardship wasn't new to Liz. An American immigrant, whose family was chased out of Poland for fighting the communists during Solidarity, Liz and her family came to this country with just the clothes on their backs and \$20, rolled up and hidden in a pen. Growing up poor in Sacramento, Liz endured a childhood on welfare. Against all odds, she went on to become a successful Los Angeles attorney. Her son Lucas was only 16 months old when she died in the summer of 2014, 13 months after her diagnosis.

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