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Children's Cancer & Blood Foundation Breakthrough Ball Gala Honoring Katie Couric

(New York, NY – October 2010) The Children's Cancer & Blood Foundation (CCBF) will host its annual "Breakthrough Ball" benefit gala on Wednesday evening, October 27, 2010 at the Plaza Hotel in New York City. Proceeds from this benefit help to provide much needed medication, chemotherapy and other life-saving treatments to children who are patients of the Division of Pediatric Hematology and Oncology of New York-Presbyterian Hospital Weill Cornell Medical Center.

This year's "Key To Life" award will be presented to Katie Couric, Anchor and Managing Editor of CBS Evening News with Katie Couric and 60 Minutes Correspondent, who has dedicated time, energy and resources to supporting children in need as well as the advancement of cancer research. The evening will include a special performance by legendary singer/songwriter, Daryl Hall. CCBF will also welcome back past Breakthrough Spirit Award recipients: Grammy Award-winning singer Toni Braxton, and media entrepreneur and philanthropist Ted Turner.

Jamie Niven, Vice Chairman, Sotheby's will lead a live auction that will include an eight night journey through the Himalayan Mountain Kingdom traveling between five of the luxury Amankora Resorts, dinner reservations at Rao's, one of the most sought-after restaurants in all of Manhattan, a golf package with tee-offs at some of the most exclusive Hamptons golf courses including Shinnecock Hills, Atlantic, the Bridge, Maidstone, and much more. The auction will raise much-needed funds to help families in financial crisis pay for costly treatments.

For nearly 60 years, CCBF has been proud to support the extraordinary team of doctors and researchers of the Division. CCBF's support has attracted and retained a group of world-renowned experts on the treatment of multiple pediatric blood disorders and cancers, including hemophilia, sickle-cell anemia and leukemia. CCBF researchers have received international recognition for their work and are on the cusp of breakthroughs predicted to change the way the medical community treats children with cancer and blood diseases. Each year, physicians treat more than 1,000 children through more than 10,000 inpatient and outpatient visits. No child is ever turned away for services, regardless of his or her ability to pay.