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Pearls

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Philanthropist Evelyn Lauder Dies at 75

Evelyn Hausner Lauder lived her life completely, with great style, gathering roses until her end of days – an end that came far too soon for all who loved and admired this icon of business and philanthropy. Creator, with Alexandra Perry, of the “pink ribbon” campaign symbolizing the fight against breast cancer, she was the founder of the Breast Cancer Research Foundation (1993), and the Evelyn H. Lauder Breast Center in New York, opened at Sloan Kettering Hospital in 2009. Evelyn Lauder was born in Vienna. She was two in 1938 when her family escaped Hitler’s advance. The family went first to England, arriving in New York in 1940. She met her future husband on a “blind date” on their second date, she was asked by future mother-in-law Estee Lauder to help plan his birthday party. Once a New York City school teacher, Evelyn Lauder began working in the family business in 1959 and was integral to the company’s growth and development as Senior Corporate Vice President. William, her older son, spoke through tears, recalling his mother’s generosity and her ability and willingness to share perhaps the most precious gift, time. He spoke of

her determination, of Peaches, her Red Jeep, her passion for photography, and the seventy presents the family had given her in celebration of her 75th birthday August 12. A grandson spoke of her “boundless, unconditional love,” her “legacy” pancakes and strong drive for Jewish values. She was recalled as a “woman of incredible faith” who “conquered life with a golden touch.” Noting that this week’s parshah tells the story of the burial of Sarah, daughter-in-law Laura spoke of the loss of Evelyn, the Lauder family matriarch, saying “she who saved lives would not allow others to even know her condition.” Son Gary honoured his mother’s memory with a call to “seek innovation in the fight against all cancers.” He called upon all to “take risks” in the fight to conquer cancer. The two brothers stood beside their father, Leonard, as he bid farewell to his wife of 52 years. His admiration and love for his late wife was evident. With great warmth, he told stories of their early life – their courtship, the building years of the Estee Lauder Company and the multiple roles Evelyn handled as she helped the business grow. “Stylish,” “outrageous,” “the greatest wife

and mother, a terrific grandmother,” “a remarkable woman,” he said. Her dream was “to make the world a safer place for women and eliminate breast cancer. “There is a void that is impossible to fill... her work will stay with all of us.” As tears came, he cried “Evelyn, you’ll always be my shining star.”



Evelyn Lauder

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SA compete in US fitness contest

The Fitness America Weekend will host over 500 of the world’s best veteran, novice and first time natural athletes in Fitness, Ms. Bikini, Figure, Model and Musclemenia Divisions during an event that will take place from 18 to 19 November in the United States of America. Seven (7) South African fitness enthusiasts and models – Rudi, Lee, Tyron, Myroslava, Kelly, Calvin and Leandre – will raise our country’s flag high as they will be competing in the various categories. This year, the new Fitness America Men’s Division will be featured for the first time, and, the Model America Men’s Division will feature 3 height classes offering greater opportunities for some amazing sports models. Last year, nearly 500 sports models, natural

bodybuilders, fitness, bikini and figure women competed at the Fitness Universe Weekend in Miami making it the largest natural fitness show ever. With over 30 years experience, the Fitness Universe Tour offers exhibitors and sponsors promotion opportunities at natural fitness events held throughout the USA and around the world. Two of the largest events each year are the Fitness America Weekend in Las Vegas and the Fitness Universe Weekend held in Miami. At both events, over 2000 fitness competitors, fans, family and friends participate. So... Go TEAM SA!

For more details, visit <http://www.fitnessamerica.com>.

Sun City bids to host Miss Universe

Rustenburg/ Sun City – Sun City has launched a bid to host the 2012 edition of the hugely popular Miss Universe beauty pageant in a development that would put South Africa in the world spotlight once again. Officials from the Miss Universe Organization – who are the organisers of the internationally acclaimed event – visited Sun City on Thursday, November 10 to inspect the facilities of the resort destination ahead of their decision on which country will be hosting the pageant. “The purpose of the

visit was to explore the opportunities in the North West Province and to interact with a number of potential partners including the North West Provincial Government and Sun International amongst others,” said Mr. Dan Ntsala, who is the Public Affairs and Public Relations Executive of Sun City Resort. He added that hosting the Miss Universe pageant would create a lot of opportunities for the hospitality industry in South Africa. “Miss Universe is a well established international brand owned by NBC Universal and Donald J. Trump. The annual

live telecast of the Miss Universe Pageant is distributed to over 190 countries and territories worldwide and as a promotional vehicle its capabilities are unmatched. “Hosting this high profile event is one of a one of a kind way to showcase the fascinating landscape, vibrant culture and warm people of South Africa to the entire world,” he added.

For more information, call 014 557 1000 or e-mail dan.ntsala@za.suninternational.com.

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