



**METAVIVOR**

Metastatic Breast Cancer Research, Support and Awareness

# Philadelphia Metavivor Gala

**February 23, 2024**

**Crystal Tea Room - Philadelphia, PA**

**The 3rd annual gala dedicated to our road to a cure  
for Metastatic Breast Cancer**

# Our Purpose

In 2023, the American Cancer Society estimates about 297,790 new cases of invasive breast cancer will be diagnosed in women\*— In 2020, two of those women were family members Kerry O’Riordan McAdam and Jacquie Reynolds Beck. Although Kerry and Jacquie were both shocked by their Stage IV diagnoses, they did not allow breast cancer to define or cripple them. Instead, they made a conscious decision to fight their battles head on by partnering with METAvivor to host the Philadelphia METAvivor Gala. In 2022, Kerry passed away from metastatic breast cancer, but her spirit will live on as we continue to fight for a cure in her honor. Our 3rd annual fundraising gala aims to educate, raise awareness, and help find a cure for Stage IV, Metastatic Breast Cancer. And, most importantly, 100% of the proceeds from the Philadelphia METAvivor Gala will be donated to METAvivor!

## Kerry's Story

Kerry’s story begins in June 2019 when, at the age of 29, she found a lump on her left breast while shaving in the shower. After a visit with her OB-GYN and an ultrasound, Kerry was told that the lump was nothing more than a benign cyst and was advised to follow up in six months. At her follow-up appointment in January 2020, however, it was discovered that the lump had grown. An ultrasound turned into a biopsy of her lymph nodes, which revealed that Kerry had Stage IIB breast cancer. From there she met with a medical oncologist, a radiation oncologist, and a breast surgeon to determine the best course of treatment. Encouraged by the optimism of her doctors, she began preparing herself for a double mastectomy, followed by chemotherapy and radiation, with hopes of receiving the “all-clear” by the end of 2020. Plans quickly changed when it was discovered that the cancer had already spread to her liver and skull, leading to Kerry’s diagnosis of Stage IV, Metastatic Breast Cancer.

When Kerry was diagnosed at age 29, she was the picture of health and had no family history of breast cancer. Despite her diagnosis, however, Kerry exuded bravery, hope, and positivity, and lived each day with MBC to the fullest. She planned her wedding, spent precious moments with friends and family, and spoiled her beautiful nieces. Sadly, at just 31 years old, Kerry died from complications of metastatic breast cancer on Tuesday, April 26, 2022. She passed peacefully in the comfort of her home surrounded by her adoring husband, sweet sister, and loving parents.

\*Statistic from Cancer.org '2023 Cancer Facts and Figures'

## Jacquie's Story

Jacquie’s story begins several years ago: In 2011, Jacquie had her annual breast exam and screening mammogram, which revealed that she had Stage 0-1 breast cancer. She treated her breast cancer aggressively with a double mastectomy, reconstructive breast surgery, and hormonal therapy. Then, early in 2020, after Jacquie had been in remission for nearly eight years, she suddenly began having pain on her right side near her liver as well as weight loss, fatigue, and night sweats. Jacquie went to her primary care provider who then referred her to an oncologist. The oncologist ran the gamut of tests: blood work, an ultrasound, a CT scan, an MRI, and a liver biopsy. These diagnostic tests revealed that Jacquie’s breast cancer had returned and spread to her liver, bones, and brain, leading to her diagnosis of Stage IV, Metastatic Breast Cancer in May 2020.

Jacquie has gone through numerous lines of treatment over the past few years. She is currently on an infusion chemotherapy regimen with gemcitabine + carboplatin. She takes a cognitive pill every day to help prevent memory loss from the whole-brain radiation and gets IV infusions of Zometa every few months to help prevent osteoporosis.



# A Note from Metavivor

Dear Philadelphia METAvivor Gala Sponsors,

METAvivor appreciates your support of our mission to fund Stage IV Metastatic Breast Cancer (MBC) research to transition this terminal disease into a chronic, manageable condition. This has been METAvivor's unwavering commitment since 2009.

METAvivor is a 501(c)3 volunteer-led non-profit organization that funds vital research to help improve the longevity and quality of life for MBC patients. We are passionately committed to rallying public attention to the urgent needs of the MBC community, helping patients find strength through support and purpose, and making every dollar count as we work with researchers to extend and improve quality of life for MBC patients. METAvivor is the only organization in the US that exclusively funds MBC research through a scientific peer-review process. We award research grants to individuals with a clinical or other doctoral degree who are actively engaged in areas of MBC research, and whose proposals show distinct promise in making a difference for the Stage IV breast cancer community. Your generous sponsorship of the Philadelphia METAvivor Gala is a meaningful contribution to our efforts to raise money locally for the best research nationally. We are thankful that you will be part of this effort, and we look forward to recognizing your support. As always, 100% of every donation and net proceeds from every fundraiser goes to fund Stage IV MBC Research.

Sincerely,

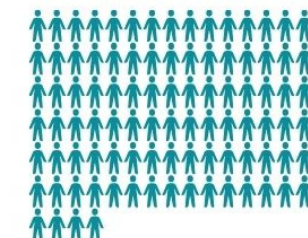


Sonya Negley  
Executive Director

"Unless and until a cure is found, tens of thousands of women, some who are young like me and some who are older, will fall victim to the thief and killer that is metastatic breast cancer. Their families will have to witness the suffering and anguish of their loved ones and then carry on under the heavy weight and sense of loss that metastatic breast cancer leaves in its trail of destruction. We must find a cure."

**-Kerry O'Riordan McAdam (1991 - 2022)**

 Did you know?



**121**

individuals die each day from Metastatic Breast Cancer (MBC) in the US

**43,200**

estimated number of deaths from breast cancer per year in the United States\*



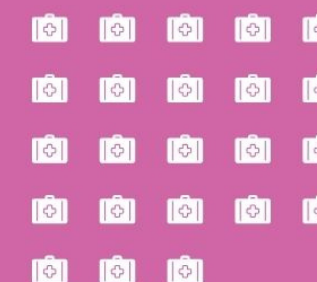
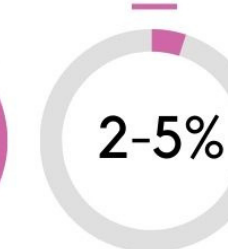
\*Statistic from Cancer.org 2023 editorial board

**35%** of all breast cancer patients will metastasize, but only **2-5%** of breast cancer research funding goes to MBC

% of breast cancer patients who will develop MBC



% of breast cancer funding allocated to MBC



To date, METAvivor has awarded 193 grants, totaling over \$28 million in research

Learn more at [www.metavivor.org](http://www.metavivor.org)

# Event Information

Join us for a cocktail reception, seated dinner, VIP enhancements, live/silent auction, live music and much more!

The evening will feature education with **MBC Expert, Dr. Pedram Razavi**, and our **Keynote Speaker, Ricki Fairley**.

**Date/Time:** Friday, February 23, 2024  
from 7:00pm - Midnight  
(Doors will open at 6:45pm)

**Location:** Crystal Tea Room  
Philadelphia, Pennsylvania

**Attire:** Black Tie Optional



# Keynote Speaker: Ricki Fairley



**Triple Negative Breast Cancer Survivor/Thriver**

**Co-Founder & CEO,**  
Touch, The Black Breast Cancer Alliance

**Education**  
Dartmouth College  
*BA, English*

Kellogg Graduate School of Management at Northwestern University,  
*MBA, Marketing & Management Policy*

## AWARDS AND RECOGNITION

- ANA Multicultural Advertising Award
- Inducted into The History Makers
- One of 50 of the 800 applicants to receive the Goldman Sachs One Million Black Women Impact Grant
- Leadership Award from the Creative Thinking Association of America
- Top 100 Marketer by Black Enterprise Magazine in February 2011
- Association of National Advertisers Multicultural Excellence Award for the African American advertising for the Obama for America campaign
- Game Changer Award from Café Mocha and the Atlanta Tribune
- US Trade & Commerce Institute Excellence in Marketing Award
- Featured in Chapter 8 of “The 50 Billion Dollar Boss,” New York Times Best Seller List 2016 for Best Business books

## BOARDS AND COMMITTEES

- National Minority Quality Forum Cancer Shifting Stage Initiative Scientific Advisory Board Member
- Founder and former President/ Thought Leader of DOVE Marketing- A marketing agency with a mission to deliver iconic thinking, strategic problem solving and creative genius to clients seeking profitable business results.
- Board of Trustees for the Triple Negative Breast Cancer Foundation
- President Emeritus of the Black Alumni of Dartmouth Association
- Board Chair Emeritus of Kenny Leon’s True Colors Theatre Company
- Board Member for the Center for Health Care Innovation
- National Minority Quality Forum Cancer Stage Shifting Initiative Scientific Advisory Board
- American Cancer Society National Breast Cancer Roundtable Steering Committee
- Marketing Committee Co-Chair, The Bow Collective
- Board of Directors, Xeris Biopharma

# MBC Expert: Dr. Pedram Razavi



**MD, PHD MEMORIAL SLOAN KETTERING CANCER CENTER**

Dr. Pedram Razavi is a medical oncologist and physician-scientist focusing on precision oncology in breast cancer. He directs MSK’s Breast Molecular Tumor Board, Breast Translational Platform, and Liquid Biopsy and Genomics in the Biomarker Development Program. His research concentrates on integrative clinicogenomics and circulating tumor biomarkers to guide translational breast cancer research; characterize cancer on a systemic and molecular level; and to expand clinical applications of liquid biopsies. He leads several large-scale genomic and liquid biopsy studies on breast cancer evolution, biomarkers of response and resistance to targeted therapies, and outcomes prediction. These efforts have led to the identification of novel mechanisms of resistance to major targeted breast cancer therapy modalities while shedding light on new and potentially druggable genomic drivers of breast cancer.

Dr. Razavi earned his medical degree from Tehran University of Medical Sciences and an MPH and a PhD in cancer epidemiology with a focus on population genetics at the University of Southern California, followed by a postdoctoral fellowship at Channing Laboratory in Boston. He completed an internal medicine residency at USC and a medical oncology fellowship at MSK, where he was also a postdoctoral fellow focusing on cancer genomics in the laboratory of Dr. José Baselga. He joined MSK’s faculty in 2016. At the 2024 gala, Dr. Razavi will speak on the topic of “Shifting the MBC Paradigm.”

# Sponsorship Packages

All Philadelphia METAvivor Gala sponsors will be recognized for their generous contributions to METAvivor as outlined below:

## \$20,000+ BREAKTHROUGH

VIP Table for 10 - VIP enhancements - On-stage recognition at event and signage as a 'presenting sponsor' - Video spotlight in our promotional reel - Promotional booth - Social media recognition - Branding on website - Full page acknowledgement in tribute packet - 10 After Party tickets

## \$10,000 DISCOVERY

Tickets for 6 - Recognition in all promotional materials and signage - Social media recognition - Branding on website - Half page acknowledgement in tribute packet - 6 After Party tickets

## \$5,000 RESEARCH

Tickets for 4 - Recognition in select promotional materials and signage - Social media recognition - Branding on website - Quarter page acknowledgement in tribute packet - 4 After Party tickets

# Additional Sponsorship Opportunities

Please reach out to [roadtoacureph@gmail.com](mailto:roadtoacureph@gmail.com) for more details about the below opportunities.

COCKTAIL HOUR SPONSORSHIP  
AUCTION SPONSORSHIP  
AFTER PARTY SPONSORSHIP

CANDY LAND SPONSORSHIP  
SIGNATURE DRINK SPONSORSHIP  
MBC EDUCATION SPONSORSHIP

WINE SPONSORSHIP  
VALET SPONSORSHIP  
MEDIA SPONSORSHIP

PARTING GIFT SPONSORSHIP



# Gala Media Snapshot

## FEATURED 2023 COVERAGE



**CBS Philly**



PHOTOS  
**Philadelphia METAvivor gala raises money for breast cancer research**



## FEATURED 2022 COVERAGE



**CBS Philly**

**The Philadelphia Metsquerade Gala**



**metro**  
PHILADELPHIA

**Philadelphia Metsquerade Gala raises money for breast cancer**



## KEY STATS:

OVER **600** GUESTS IN ATTENDANCE

OVER **\$865,000** RAISED TO DATE

OVER **700,000 MILLION** MEDIA IMPRESSIONS

# Thank you to our past Sponsors & Partners!



ABRAMSON CANCER CENTER





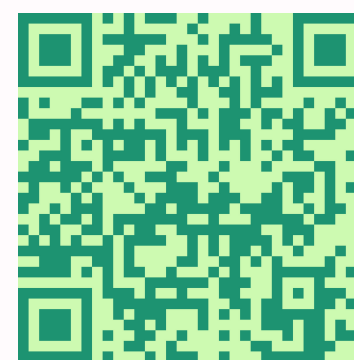
# Contact Us



**METAVIVOR**

Metastatic Breast Cancer Research, Support and Awareness

- For sponsorship inquiries, please email [roadtoacurephl@gmail.com](mailto:roadtoacurephl@gmail.com)
- For more information on Metastatic Breast Cancer and METAvivor, please visit [www.METAvivor.org](http://www.METAvivor.org)
- For more information on Kerry and Jacquie's story and fundraising efforts, please scan the QR Code Below:



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