

CHICAGO'S IN GOOD TASTE

A BREAST CANCER RESEARCH INITIATIVE

FACT SHEET

Who: The Lynn Sage Foundation (www.lynnsagefoundation.org)

What: The “Chicago’s In Good Taste Campaign” unites local businesses, predominantly restaurants, during Breast Cancer Awareness Month. The ultimate goal for the participating restaurants, dining services, spas and other organizations is to raise money for breast cancer research.

When: The month of October, which is Breast Cancer Awareness Month.

How: When guests dine at participating establishments or utilize participating services, patrons have the option of adding a \$1 or more to their bill. All donations benefit the Lynn Sage Scholars Program at Northwestern University. Marketing materials such as table cards, check presenters and posters explaining “Chicago’s In Good Taste” are provided to all participating establishments.

Some of our partnering establishments have done the following with great success:

- Offered patrons who donate over \$10 a “thank you gift” such as a free dessert or a small certificate to be used at their next visit
- Highlighted a menu item or service that when purchased, proceeds benefit the “Chicago’s In Good Taste Campaign”
- Created a signature drink or dish in honor of the “Chicago’s In Good Taste Campaign”. For instance, some of our most successful fundraising partners have received support from their liquor distributors to promote a special drink for the month.

Why: To raise money for breast cancer research, through donations benefitting the Lynn Sage Scholars Program at Northwestern University. The restaurant that raises the most money will receive an acknowledgment in an advertisement in Chicago Social, Today’s Chicago Woman and Chicago Scene magazines.

To sign up or to learn more about the organization, contact Laura Sage at:

Laura@lynnsagefoundation.org | 312.488.1457 | 141 W. Jackson Blvd., Suite 300, Chicago, IL 60604



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2010 PARTNERS

The following establishments participated in 2010. Put yourself in great company and help in the fight against breast cancer!

Ambra
Adobo Grill – Old Town & Wicker Park
Anteprima
Bar DeVille
Basil Leaf Café
Benchmark
Bijan Bistro
Blackbird
Bluegrass – Highland Park
Boka
Brownstone Tavern & Grill
Café Bionda
Café des Architectes – Sofitel Hotel
Cafe Matou
Chicago Bagel Authority – Armitage & Belmont
Corcoran's Grill & Pub
Club Lucky
The CrossRoads Bar & Grill
Crossing
Custom House Tavern
Double A Lounge
Davinci Group
Dublin's
Duchamp
Eleven City Diner*
Emerald Loop
Epic
Eve
Flatwater
Four Corners Group
Gaslight Bar and Grille
Gemini Bistro
George the Salon
The Grille on Laurel
Heaven on Seven
Hop Haus – River West, Rogers Park
Hot Chocolate
Howl at the Moon
Japonais
John's Place – DePaul & Roscoe Village
Justins
Kirkwood Bar and Grill
La Cantina Grill
Landmark
Le Colonial
Leo's Coney Island
Leon's – all 13 locations
Lux Bar
Marcello's Restaurant – Lincoln Park & Northbrook
Marge's Still
Marianne Strokirk Salons
Marigold Indian Restaurant
Mercadito
Mizu Yakitori and Sushi Lounge
MK
Moonshine
The Motel Bar
Mystic Celt
N9NE Steakhouse
Nightwood
Old Town Pizza
Perennial
Piccolo Sogno
The Publican
The Purple Pig
Quartino
Redhead Piano Bar
Salpicon
Salute Wine Bar
Sarah's Pastries & Candies – Oak St. & Macy's State St.
Schoolyard Tavern & Grill
Sidebar
Socca
Sola
Southport Grocery and Café
Spacio
Spa Space
Stanley's
Tavern on Rush
Theory
Vaughan Hospitality
Vaughan's Pub – NW Side, Lakeview
Vinci
WestEnd Bar & Grill
Wow Bao

***2010 Best Single Fundraiser**



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HISTORY OF THE LYNN SAGE FOUNDATION

Lynn Sage was a wife, a mother, a daughter, a colleague, a friend, and a shocking statistic when, at the age of 34, she was diagnosed with breast cancer. At the age of 39, with her spirit and dignity intact, she died from this disease. A courageous spirit, Lynn Sage lives on through her two daughters, Laura and Halee, who have spent the past 20 years helping to raise money to find a cure for breast cancer.

In 2005, to honor her struggle and applaud her strength, Lynn's family established the Lynn Sage Foundation, which is committed to the discovery of a cure for breast cancer. To achieve this goal, the Foundation has partnered with the Robert H. Lurie Comprehensive Cancer Center of Northwestern University, a nationally recognized leader in breast cancer care, education and research. The Cancer Center, under the direction of Dr. Steven T. Rosen and co-led by renowned investigators Drs. Charles Clevenger and Seema Khan, is one of only two National Cancer Institute-designated "Comprehensive" Cancer Centers in the State of Illinois. The Cancer Center's solid, well-established program in breast cancer research is fortified by a state-of-the-art, 15,000-square-foot research facility that was opened in the spring of 2005.

Now in our fifth year of funding, our third Lynn Sage Scholar is Dr. Chonghui Cheng, MD, PhD. Dr. Cheng received her medical degree from Peking University, Beijing, China and her PhD in Biochemistry with Dr. Stewart Shuman at Sloan-Kettering Institute in New York. Dr. Cheng then moved to Boston and did her postdoctoral training with Noble Laureate Phillip Sharp at the Center for Cancer Research, MIT. In August of 2007, Dr. Cheng joined the faculty at the Northwestern University of Hematology/Oncology as an Assistant Professor. Research in Dr. Cheng's lab focuses on investigating the biological and components and pathways that control tumor metastasis and recurrence, which represent the two major obstacles in the successful treatment of cancer. Currently, Dr. Cheng's lab is investigating, at the molecular level, a critical role of several gene products in promoting EMT and breast cancer progression. They hope that their studies on dissecting the mechanisms of EMT and tumor progression may offer new strategies to predict disease prognosis and lead to identification of the therapeutic agents in inhibit EMT, thereby halting tumor progression.

HISTORY OF "CHICAGO'S IN GOOD TASTE"

"Chicago's In Good Taste Campaign", hosted by the Lynn Sage Foundation, brings together local restaurants and businesses during Breast Cancer Awareness Month (October) in order to raise money for breast cancer research. Now in its fourth year, the campaign hopes to unite Chicagoans and visitors by providing them with a straightforward way to assist in finding a cure for cancer. Patrons at all participating restaurants, salons and retail stores around the city can donate to the cause on the receipt of their purchase throughout the month of October. Last year, over 100 restaurants participated in Chicago's In Good Taste Campaign with Eleven City Diner raising the most money. This year The Lynn Sage Foundation hopes to have over 150 participating restaurants, salons and retail stores.



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ABOUT THE FOUNDERS



(Lynn Sage with daughters Laura and Halee)

Laura and Halee Sage have been working to raise funds in honor of their mother, Lynn Sage, for over 20 years. Five years ago, they, along with their family, started the Lynn Sage Foundation. With the mission of finding a cure for breast cancer, all money raised through the foundation supports Lynn Sage Scholars doing research in the field of breast cancer. Over the years, the Sage family has helped to raise millions of dollars for breast cancer research.



From left to right: Halee Sage (founder), Pamela Sage (founder), Yale Sage (founder), Dr. Kaklamani (past Lynn Sage Scholar), Dr. Steve Rosen (Lurie Cancer Center Director), Laura Sage (founder) and Dr. Seema Khan (surgeon at the Lynn Sage Comprehensive Breast Center at Northwestern)



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