

P O S T - E V E N T
M E D I A A L E R T



THE
ENDOMETRIOSIS FOUNDATION OF AMERICA
PRESENTS
THE 3RD ANNUAL
BLOSSOM BALL

WHO (attended): Tamer Seckin, MD, *Founder, EFA*
Padma Lakshmi, *Co-Founder, EFA* | *host, Bravo's Emmy award-winning Top Chef*
Susan Sarandon, *Actress, Event Co-Chair, EFA*
Eileen Guggenheim, *Event Co-Chair, EFA* Joshua Bell, *Violinist*
Bebel Gilberto, *event performer, Grammy Nominated Songstress*
Dr. Mehmet Oz, *TV Personality, The Dr. Oz Show with wife Lisa Oz*
Bridget Moynahan, *Actress, Battle: Los Angeles*
Joan Smalls, *Model*
Joel T. Schumacher, *Film Director*
Gail Simmons, *Judge, Top Chef*
Gilles Mendel, *Fashion Designer*
Alma G., *Celebrity Hairstylist, Alma Salon NYC*
Aasif Mandvi, *Actor/Comedian, The Daily Show*
Jill Flint, *actress, Royal Pains*
John Mahdessian, *President, Madame Paulette*
DVANDE, *Artist*
Jean Shafiroff, *Philanthropist*
Justin Tuck, *Defensive End, New York Giants*
Nicole Trunfio, *Model*

WHAT: Founder **Tamer Seckin, M.D.** and Co-founder **Padma Lakshmi** hosted the **3rd Annual Blossom Ball** to benefit the **Endometriosis Foundation of America (EFA)** at the **Stephen A. Schwarzman Building** within the **New York Public Library**. The black-tie event was co-chaired by **Susan Sarandon**, **Eileen Guggenheim** and **Cindi Leive**, with entertainment and music by Grammy-nominated songstress **Bebel Gilberto**.

During an interview on the red carpet, Dr. Oz emphasized a key message to teenage girls and young women—as early detection is essential, patients must speak openly about their symptoms without fear in order to seek the help they need. Later, Dr. Oz kicked off the evening's festivities, by introducing Lakshmi to the stage—complimenting her courage and noting that for many, Padma is looked to as the face of endometriosis, Dr. Oz also spoke of her successful fight against the disease that allowed her to give birth to “the joy of her life,” daughter Krishna. Lakshmi took the stage, thanking everyone for attending the special evening while acknowledging the foundation's new **Executive Director, Deborah Castillero**.

Lakshmi also gave a heartfelt introduction to her friend, doctor and co-host of the evening, Dr. Seckin. Dr. Seckin thanked guests for their attendance, saying “I thank you for coming for women who are not in the room but who will one day remember what we are trying to do.” The Foundation also honored Keynote Honorees, **Dr. Caroline Gargett, BAppSci, MAppSci, PhD** and **David B. Redwine, MD, FACOG, ACGE**, for their tremendous efforts and dedication to fighting endometriosis.

Following the honorees, Lakshmi introduced to the stage “a thinker, a doer, a mother, an activist,” Susan Sarandon. Sarandon was met with enthusiastic applause as she proclaimed, “it is not a woman's lot to suffer...!”

know we've all been raised that way, but it's *not*...suffering should not define you as a woman" After speaking of her own experience, Sarandon explained to guests, "endometriosis affects the fabric of a woman's life and every member of her family...professionally...her ability to become a mother."

Guests were treated to an exciting red-carpet cocktail reception, seated dinner with drinks sponsored by **Terlato Wines**. Lending her *Top Chef* expertise to the dinner, Lakshmi collaborated with Convivium Catering to create a specialized menu for the evening. An exclusive performance by **Bebel Gilberto** brought the crowd to its feet. Guests have the opportunity to bid on an assortment of items from **charitybuzz**, which include two tickets to *Glamour Magazine's* Woman of the Year Awards on November 7, 2011, two tickets to the Anna Sui 2012 Fashion Show and a seven-night-stay at The Grenadines Palm Island Resort. *The online auction will end March 30, 2011.* To view items or bid, please click [here](#).

As they departed, guests were treated to a tote gift bag, full of exciting goodies from **Alma Salon NYC, Angelo David Salon, Glamour Magazine, Lair Restaurant & Lounge, Madame Paulette® Professional Stain Removal Kit, Philippe by Philippe Chow, Popchips, Pure Yoga, Quintessentially, SARAR, skin by Monica Olsen, SoulCycle®, Valery Joseph Salon** as well as stationary designed by artist Masha D'yans.

The soirée followed the **EFA's** Second Annual two-day medical conference, which united global opinion leaders on endometriosis from the realms of molecular science, research, industry, surgery and those struggling with the illness. Taking place at the New York Academy of Sciences in New York City, the conference was comprised of a science & surgery conference and patient workshops

Endometriosis Foundation of America (EFA) provides a voice to endometriosis, which is estimated to affect the lives of 1 in 10 women. Through extensive research and collaboration with scientists, women's health professionals and patients, EFA strives to further develop public knowledge and awareness of endometriosis by promoting early diagnosis and effective intervention.

EFA tours university campuses, as well as plans and executes scientific and educational events designed to promote dialogue and progress in disease understanding and treatment.

For further information on the Endometriosis Foundation of America, please visit www.endofound.org.

WHEN: Friday, March 18, 2011
7:00PM to Midnight

WHERE: The New York Public Library
Stephen A. Schwarzman Building | Fifth Avenue & 42nd Street
New York City