



SHARSHERET®

**Joan Lunden Hosts Milestone Cancer Event:
20/21 TONIGHT Sharsheret's 20th Anniversary National Virtual Benefit**

Contact: Jordana Altman, Director of Marketing and Communication
Telephone: 866.474.2774
Email: jaltman@sharsheret.org

New York, NY -- (June 28, 2021) - Sharsheret, the only national not-for-profit organization dedicated to addressing the needs of women and families of all Jewish backgrounds, facing breast cancer and ovarian cancer, is proud to announce TV Host Joan Lunden as their very special guest host for 20/21 TONIGHT, Sharsheret's 20th anniversary virtual benefit produced by Broadway Star Adam Kantor. 20/21 Tonight will premiere online on Sunday, July 11th at 8 PM ET/7 pm CT/5PM PT and will honor esteemed and inspiring Champions from the medical, education, and patient communities, including Dr. Noam Z. Drazin and Liana Schwarz from California, Dr. Nathan S. Fox and Dr. Lisa R. Weinstock from New Jersey, Daniel Gorlin and Jordyn Harris from Illinois, Talia Harari and Mali Schwartz from Florida, and Neera Kimmel and Dr. Sarah Rabizadeh from New York. To register today for this most meaningful fundraiser and friendraiser go to 2021tonight.com.

Additionally, in collaboration with Cedars-Sinai, Sharsheret's California Office will coordinate a local Los Angeles "give-back" community blood-drive on the morning of the

The Jewish Breast & Ovarian Cancer Community
866.474.2774 | www.sharsheret.org | info@sharsheret.org
Regional Offices: California • Florida • Illinois • New Jersey • New York

event, Sunday, July 11th. More information about the blood-drive can be found at 2021tonight.com and in the Sharsheret Blood-Drive [FAQ](#).

“While the pandemic is easing, we chose to produce 20/21 TONIGHT virtually, mindful of those who are immunocompromised and may be unable to join in a live event of this magnitude,” said CEO Elana Silber. “20/21TONIGHT will recognize the incredible achievements of the Sharsheret Champions and demonstrate the life-saving impact of Sharsheret’s compassionate mental health counseling, emotional support, financial subsidies and cancer education programs. We are excited to mark this 20-year milestone with the entire Sharsheret community of more than 200,000 women and families. We hope to see you there!”

This event is made possible with generous support from our sponsors: Bloomberg Philanthropies, GSK, Cedars-Sinai, Holy Name Health, Kings Pharmacy, Maidenbaum Property Tax Relief, Merck, Tishman Speyer, Pfizer Oncology, Eisai, Novartis Oncology, Clovis Oncology, Lily Oncology, Miami Cancer Institute, and Memorial Cancer Institute. This event is also in collaboration with our community partners Daily Giving and Alpha Epsilon Phi Sorority.

More About Our Champions



Dr. Noam Z. Drazin is an oncologist at Cedars-Sinai specializing in the treatment of a wide range of solid tumors, cancers of the blood and lymphatic system, and blood disorders that are not related to cancer. After earning his medical degree from Albert Einstein College of Medicine in New York City, he completed an internship and a residency at Cedars-Sinai. He received his hematology/oncology fellowship training in the combined program of Cedars-Sinai and Olive View/University of California, Los Angeles (UCLA) Medical Center.

Dr. Drazin has special interests in education and communication, having completed intensive training in promoting effective communication with cancer patients and their families. He encourages patients to enroll in clinical trials as a way to receive the most advanced care, and he makes community presentations on the latest therapies and research in cancer care. He is a founding member of Sharsheret's California Community Advisory Committee. Noam lives in Los Angeles with his wife Cindy, and is the proud father of three girls: Jennie, Lily, and Marlee.



Dr. Nathan S. Fox (Natie) is a board-certified specialist in Obstetrics and Gynecology as well as Maternal Fetal Medicine. He completed medical school and residency at Mount Sinai and his fellowship at Cornell. He is currently a Clinical Professor at Mount Sinai and a partner at Maternal Fetal Medicine Associates and Carnegie Imaging for Women in New York City. He is actively engaged in patient care, clinical research, and medical education. Dr. Fox is also the creator and host of the Healthful Woman Podcast and the High Risk Birth Stories Podcast. Dr. Fox lives in Englewood, NJ and has been involved with Sharsheret since 2011, when he ran the NYC Marathon as a part of Team Sharsheret (his first, 3:52:20). When not practicing medicine or podcasting, you can find Natie running, swimming, practicing hot vinyasa yoga, or embarrassing his wife and four children.



Daniel Gorlin resides in Chicago, IL where he works as a Partner and Managing Director for the Boston Consulting Group in their health care practice. Daniel holds a JD from the Harvard Law School and an MPA and BA from Columbia University. Daniel

currently lives in Chicago's downtown neighborhood of Lakeview with his wife, Ashlyn and his three children, Nitai, Liat, and Caleb. As a family, the Gorlins are very active in the Chicago Jewish community, sitting on boards and doing committee work for numerous organizations including the Chicago Jewish Day School. Nationally, Daniel is the immediate Past President of 70 Faces Media and a proud alumnus of the Wexner Heritage program. Daniel's broader family has been involved with Sharsheret for over a decade, helping support awareness and programming for early detection of ovarian cancer, and he was personally involved in the founding of Sharsheret's Illinois regional office and has been on the Illinois Community Advisory Committee since 2018.



Talia Harari is an integrative nutrition health coach through the Institute of Integrative Nutrition, a NASM-certified personal trainer, and a pregnancy and postpartum corrective exercise specialist through Core Exercise Solutions. Although she works with all types of clients, Talia specializes in healing abdominal separation, correcting posture through functional movement, and building core strength. Her integrative approach to fitness and nutrition allows her to support women and their families by helping them develop healthier habits that are both realistic and sustainable. A graduate of the Fashion Institute of Technology in New York City, Talia now lives in the Miami area and stays fit, in part, by chasing after her three adorable boys. Talia incorporates her passion for health and fitness into her volunteering with Sharsheret. She led a fitness class for

Sharsheret's Young Professional Circle over Zoom earlier this year in addition to coordinating an annual Sharsheret Flywheel class. These programs raise critical funds and awareness of Sharsheret's services.



Jordyn Harris is an Associate Area Director for Chicago at AIPAC. Through networking in the local Jewish community, she was connected to Sharsheret after testing positive for the BRCA1 mutation in 2017. At the age of 25, she had a prophylactic double mastectomy and ever since has committed herself to spreading awareness about preventative health. Jordyn is an active speaker and volunteer for Sharsheret and has been a member of Sharsheret's National Next Gen Advisory Committee since 2020.



Neera Kimmel has been a supporter and volunteer of Sharsheret since its inception.

She graduated magna cum laude from Columbia College. She is a science teacher at the Stella K. Abraham High School for Girls in Hewlett Bay Park teaching courses including chemistry, human anatomy and physiology, and genetics. When possible, Neera includes breast and ovarian cancer awareness into her lectures. She chairs the Pink Day committee, bridging her students with the educational resources of Sharsheret. In addition, she connects local establishments with the services offered by Sharsheret and has recently become a member of Sharsheret's Long Island Community Advisory Committee. Neera lives with her wonderful and supportive husband and five children in Woodmere, NY.



Dr. Sarah Rabizadeh is a community psychologist and clinical researcher. She has worked in a variety of settings including university and medical schools, a cancer center and a Jewish Community Center supporting and developing evidence-based initiatives to promote individual and community mental health. In her private practice she is committed to helping women find their voice, speak their truth, and live their most authentic life. Dr. Rabizadeh has served as an enthusiastic volunteer in hospitals, community projects, and is a member of Sharsheret's Long Island Community Advisory Committee. She lives in Great Neck, NY with her husband Albert and their children.



Mali Schwartz, a three-year breast cancer survivor, considers herself to be a social artist. Mali, who splits her time between Florida and New Jersey, uses art to help process her feelings and help heal emotions. She encourages other women to use expressive arts as a method of coping with breast cancer. Mali recently completed her cancer journey artistic series and curated an art exhibition at the Galbut Family Miami Beach JCC in collaboration with Sharsheret during Breast Cancer Awareness Month. Mali and her husband, Steve, are members of Sharsheret's Jewel Circle and the proud parents of 4 children and 10 grandchildren.



Liana Schwarz's career has spanned politics, entertainment, advocacy, and philanthropy. Since 2012, Liana has been a partner at The Montlake Group where she oversees campaigns and projects for private foundation and philanthropist clients, documentary and narrative films campaigns, and non-profits. Prior to her current consulting tenure, she served as SVP of Social Impact at Participant Media, the Director of the Laurie and Larry David Family Foundation, as well as numerous political campaign posts.

Sharsheret first came to Liana's attention through a consulting project, but she experienced first-hand the important work of Sharsheret in 2020 when she was diagnosed with breast cancer and underwent a double mastectomy and reconstruction making her an even stronger advocate for Sharsheret and its mission. Liana is married to Mike Montgomery and they have a ten-year-old daughter, Ella.



Dr. Lisa Weinstock founded Women's Digital Imaging, now known as Women's Diagnostic Imaging, in 2004 with a mission to be an advocate for her patients. Dr. Weinstock was an early proponent of obtaining personal and family histories from her patients, and using risk assessment and stratification to determine their need for supplemental imaging. She was also one of the earliest proponents of using supplemental imaging (Breast Ultrasound/MRI) for women with dense breasts. In 2009 she initiated legislation in New Jersey that passed in 2014, to require physicians to inform women about breast density. Health insurance providers are now required to cover the cost of additional testing for women with dense breasts. Dr. Weinstock also screens for other diseases including ovarian, uterine, abdominal, and thyroid cancer. She uses DEXA imaging, considered the gold standard, to measure thinning of the bones which can lead to osteoporosis and the ratio of body fat to muscle (Total Body Composition). Dr. Weinstock was first in Bergen County to introduce Low-Dose Digital Breast Tomosynthesis (3D Mammography) in 2004. She has worked closely with Sharsheret to provide education about breast imaging, including a complete overview of breast imaging modalities in a 2015 webinar. She acts as a resource for women needing guidance before and after cancer diagnosis.

Dr. Weinstock completed a fellowship in Breast Imaging at Columbia Presbyterian University Medical Center and a four-year residency in Diagnostic Radiology at Hackensack University Medical Center. She was an intern in Anatomic Pathology at Montefiore Medical Center and attained her M.D. from the SUNY-Health Sciences Center of Brooklyn. Dr. Weinstock and her husband Dr. Ricky Finkel are long-time residents of Teaneck. They are the proud parents of four sons and grandparents of one granddaughter.

###

ABOUT SHARSHERET

Sharsheret, Hebrew for chain, a national cancer organization with five offices (California, Florida, Illinois, New Jersey and New York), serves 200,000 women, families, health care professionals, community leaders, and students, in all 50 states. Sharsheret improves the lives of Jewish women and families living with or at increased genetic risk for breast or ovarian cancer through personalized support and saves lives through educational outreach.

While our expertise is in young women and Jewish families as related to breast cancer and ovarian cancer, Sharsheret programs serve all women and men.

As a premier organization for psychosocial support, Sharsheret is a member of the Federal Advisory Committee on Breast Cancer in Young Women, works closely with the Centers for Disease Control and Prevention (CDC), and participates in psychosocial research studies and evaluations with major cancer centers, including Georgetown University Lombardi Comprehensive Cancer Center. Sharsheret is accredited by the Better Business Bureau and has earned a 4-star rating from Charity Navigator for seven consecutive years.

What We Do

One-on-One Support for women and their families touched by breast cancer and ovarian cancer (all free, confidential, and convenient) featuring

- Online 24/7 Live Chat
- Mental Health Professionals
- Genetic Counselor
- Peer Support
- Customized Beauty Kits
- Busy Boxes for Children

- Specialized Programming for Women Living with Metastatic Cancer
- Financial subsidies for non-medical services

Education and Outreach for women, families, and community and medical professionals

- Healthcare Webinars
- College Campus Programming
- Community Educational Seminars
- Cultural Competency Trainings
- Comprehensive Resource Booklet Series
- Community Action for women and men of all ages
- B'nai Mitzvah Projects
- Team Sharsheret Races and Walks
- Young Professionals Circle
- Teal and Pink Shabbat
- Local Volunteer Opportunities

For more information and to get involved today, visit us online at www.sharsheret.org or call us at 866-474-2774, Tag us on Instagram @sharsheretofficial

© Sharsheret 2021