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## GRAPEVINE

• By GREER FAY CASHMAN

■ DURING HIS visit to the US last week, Peres was honored together with Google executive chairman **Eric Schmidt** at a gala dinner in New York hosted by the Anti-Defamation League. Peres received the Distinguished Statesman Award and Schmidt the International Leadership Award.

Both awards were presented by outgoing long-term ADL national director **Abraham H. Foxman**, who listed some of the impressive achievements of each man and noted that both are global standard-bearers whose leadership has changed the world for the better. Peres, aware that Foxman is a child Holocaust survivor, reflected on the miracle of survival of the Jewish people despite anti-Semitism and persecution throughout the ages, while other great movements and civilizations have faded into the dust of history.

Back in Israel this week, Peres joined the efforts for Breast Cancer Awareness Month, and together with Israeli supermodels **Shiraz Tal** and **Shirley Bouganim**, Israel Cancer Association director-general **Miri Ziv**, and Estee Lauder Israel CEO **Itay Zamir** bathed the Jaffa-based Peres Center for Peace in pink for the entire month of October. Other parts of Jaffa have also been bathed in pink, as have Jerusalem's Bridge of Strings and Tower of David, and Tel Aviv's Azrieli Towers. Tal and Bouganim, who are leading the current campaign, were not the only models present; there were several others, including **Liraz Dror**.

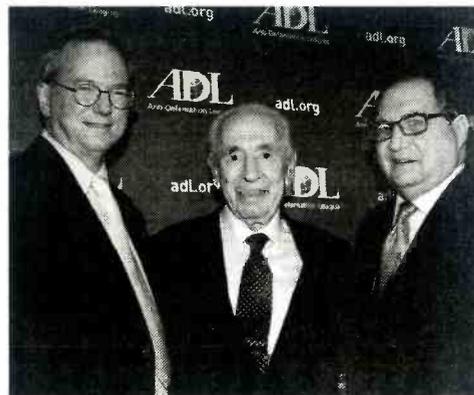
Peres called on all women to undergo breast examination, so that those who may unknowingly have cancer can nip the dreaded disease in the bud. Breast Cancer Awareness Month has generally been highlighted by wearing pink ribbons and selling "pink" T-shirts, mostly in white with a pink logo. This year, they also come in black and in a range of sizes large enough for men.

The Estee Lauder cosmetics and fragrance company has long been associated with breast cancer awareness and research. The pink ribbon was the brainchild of the late Evelyn Lauder, who overcame her own breast cancer but died of ovarian cancer in November 2011. She was the wife of **Leonard Lauder**, the eldest of Estee and Joseph Lauder's two sons, who is chairman emeritus of the Estee Lauder companies, and has continued his wife's work in cancer awareness and research.

Leonard Lauder, when launching the annual Breast Cancer Awareness Month, wears a lipstick pink tie and matching pocket square. Peres, who prefers darker shades, wore a strawberry pink tie for the Israeli launch.



PERES WITH (left to right) models Shirley Bouganim, Shiraz Tal and Liraz Dror. (Photos Lam and Litz Studios)



(FROM LEFT) Google's Eric Schmidt, Shimon Peres and Abraham H. Foxman at the ADL gala awards event in New York. (Courtesy)