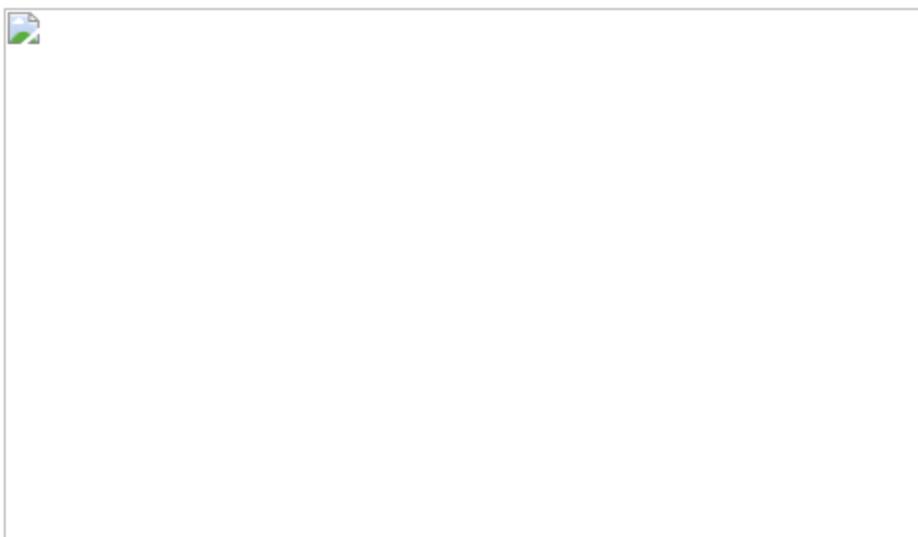


From: ""Urban Zen" <[REDACTED]> on behalf of "Urban Zen"
<[REDACTED]>"

To: "Jeffrey" <jeevacation@gmail.com>

Subject: Support Barbara Streisand and the Cedars-Sinai Heart Institute

Date: Fri, 05 Nov 2010 11:30:28 +0000



November 4, 2010

Urban Zen is excited to be supporting Barbra Streisand in a new project she is leading on behalf of the Women's Heart Center at the Cedars-Sinai Heart Institute. The Women's Heart Center at the Cedars-Sinai Heart Institute is a pioneering research and education team focusing specifically on women and the disease that most threatens their lives. Heart disease is the number one killer of women in our country, more than all other cancers combined. And today, more women die of heart disease than men. Until recently women have been treated based on tests and diagnostics done mostly on men, and consequently we are 50 years behind on the research designed to treat this deadly disease.

Well-being and the treatment of cancer specifically have always been of great importance to Urban Zen. It was Donna Karan's late husband's battle with cancer that incited the Urban Zen movement out of which the Foundation was born. Never have we focused specifically on women, and we are thrilled to take this opportunity to do so.

Barbara's goal is to raise \$10M dollars (of which she will match up to \$5M) for research, treatment and education on women's heart disease. To do this, she has launched a comprehensive internet fundraising campaign using Crowdrise, a new online fundraising community that unites people to raise money for important causes.

Please join us in supporting the work of the Women's Heart Center by making a donation (\$20, \$50, \$100—whatever you can) to the campaign. Visit Barbara's project page on Crowdrise at www.crowdrise.com/barbrastreisand and click the large red button to donate.

To read more about Barbra Streisand's efforts on the Urban Zen website, [click here](#).

Warm regards,
Urban Zen



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