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**6<sup>th</sup> Annual KaleidoHope Gala, Sept. 25, Benefits  
Underinsured and Uninsured Breast Cancer Patients**

ST. LOUIS (Aug. 25, 2015) – Uninsured and underinsured breast cancer patients throughout Missouri and Illinois will benefit from the KaleidoHope Gala, Gateway to Hope's sixth annual fundraising celebration, on Fri., Sept. 25, at the Chase Park Plaza Hotel.

The event is scheduled from 7 to 11 p.m. and includes a seated dinner, silent and live auctions, interactive entertainment, and more. The organization will present both the Gateway to Hope Visionary Award and the inaugural Ronnie Chod Humanitarian Award to individuals who have empowered change in the lives of women with breast cancer.

A renowned entrepreneur and philanthropist who passed away earlier this year, Chod, along with his wife Nancy, took an early interest in Gateway to Hope's mission. Through their generous support of Thelma's Gift, a fund set up in memory of their long time friend Thelma Muskin, the Chod's have helped hundreds of women fight and win their battle with breast cancer. In addition, Chod provided invaluable support in helping chart the course for Gateway to Hope's growth and development. This year's recipients of the Ronnie Chod Humanitarian Award will be presented to Tom Voss, who retired in 2014 as chairman, president and CEO of Ameren Corporation, and Warner Baxter, who succeeded Voss, both of whom personify a passionate commitment to Gateway to Hope.

Rick Williams, owner of Ladue Pharmacy, will be receiving the Gateway to Hope Visionary Award for his work in providing critical medications at-cost to Gateway to Hope patients the past several years. In addition, profits from his pharmacy continue to benefit the organization. The Visionary Award honors those who have pioneered innovation and fostered the spirit of hope in the lives of these individuals.

"Breast cancer touches everyone, regardless of income, gender or insurance coverage," said Dr. David Caplin, co-founder of Gateway to Hope. "But at Gateway to Hope we don't have to look far to find the expansive and ongoing community support that is essential in helping us connect our patients with medical and emotional care and

financial assistance. This ongoing effort on behalf of our more than 165 patient providers, our volunteers, and numerous sponsors helps lift the financial burdens for these individuals to they can focus on healing.”

In July, Gateway to Hope launched the Insurance Premium Program (IPP). Underwritten by corporate, institutional and private sector donations, this innovative program both provides and pays for health insurance for individuals undergoing breast cancer treatment and reconstruction. The program is open to individuals who live in Missouri and Illinois who are struggling with resources to help cover their treatment, and who meet the clinical and financial eligibility requirements.

Since 2005, Gateway to Hope has provided uninsured and underinsured breast cancer patients with medical, emotional and financial assistance as well as free genetic testing. In 2014, the organization assisted 214 patients, a 35 percent overall increase from the previous year. Caplin, a reconstructive surgeon, and Dr. Marlys Schuh, an oncologic breast surgeon, founded the organization following the tragic and avoidable deaths of some breast cancer patients who had delayed treatment because they lacked insurance.

Title and presenting sponsors for the 6<sup>th</sup> Annual KaleidoHope Gala include Centene and Ameren. Event co-chairs are Tiya Lim and Katie Trout. Joan Quicksilver is the advisory chairperson. For ticket information, please visit [www.kaleidohopestl.org](http://www.kaleidohopestl.org), or call 314-569-1113. St. Louisans can also follow event updates on Twitter (@gthstl) and Facebook ([www.facebook.com/gthstl](http://www.facebook.com/gthstl)). For more information, if you or someone you know has breast cancer, please call the Gateway to Hope Breast Cancer Lifeline, 314-569-1113, or visit [www.gthstl.org](http://www.gthstl.org).

### **Background on Honorees:**

**Ronnie Chod Humanitarian Award – Warner Baxter and Tom Voss, Ameren Corporation**  
Ameren, its leaders and employees have been longtime champions of Gateway to Hope raising significant funds to benefit individuals undergoing treatment for breast cancer and reconstruction. Both Tom Voss, who retired in 2014 as chairman, president and CEO, and Warner Baxter, who succeeded Voss, personify a passionate commitment to Gateway to Hope. They continue to maintain Ameren’s leadership support of Gateway to Hope’s signature fundraising event, KaleidoHope.

**Gateway to Hope Visionary Award – Rick Williams, Ladue Pharmacy**  
Since 1999, Rick Williams, his wife Marcy and brother Brett, have owned Ladue Pharmacy and have provided critical medications at cost to Gateway to Hope’s patients for the past several years. The pharmacy has also donated significant profits to the organization. Williams’ compassion for the community is constant. He is on the board of the Jewish Community Center of St. Louis, was Chairman of the Senior Olympics, and has served on several committees at the JCC, Jewish Federation, and United Way. He frequently speaks to seniors in the community to help them navigate the complex Medicare Part D plans.