



COLUMBIA UNIVERSITY
MEDICAL CENTER

An evening to benefit the

Celiac Disease Center at Columbia University Medical Center

8th Annual gala benefit

Thursday, October 15, 2009

Mandarin Oriental, New York

80 Columbus Circle at 60th Street

New York, NY 10023

Cocktails & Silent Auction 6:30 p.m.

Remarks & Dinner 7:30 p.m.

All food will be gluten-free

celiac **disease**[™]
center at columbia university medical center



2009 Benefit Committee

Madeline Noveck, Chair

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Michelle Berger
Cathy & Adam Brodsky
Julie & Walter Cromwell
Elyn Diamond
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Susan Hertog
Lynn Hyman
Rory Jones
Sheila & Les Klein
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Tal & Ariel Recanati
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Deborah & Ronald Shear
Neal Wolkoff

Celiac Disease Center at Columbia University

Celiac Disease is an incurable autoimmune disorder characterized by intolerance to gluten, a protein found in wheat, rye and barley. This intolerance damages the small intestine causing malabsorption of nutrients. In children, symptoms of the disease may include gastrointestinal problems, failure to thrive, tooth discoloration, short stature or developmental delays. In adults, untreated Celiac Disease may be associated with anemia, osteoporosis, thyroid disease, rheumatoid arthritis or infertility as well as Type 1 diabetes and certain cancers. The only known treatment for the disease is strict removal of gluten from the diet. The variety of symptoms combined with a general lack of awareness of the disease often leads to misdiagnosis or no diagnosis. Yet, celiac disease is actually relatively common. An estimated 3 million Americans have Celiac Disease (it is more prevalent than Inflammatory Bowel Disease or Multiple Sclerosis), yet 97% of cases are undiagnosed, leaving millions at risk.

The Celiac Disease Center at Columbia University Medical Center was established within the Department of Medicine at Columbia University in 2001 under the guidance of Peter Green, MD, one of a few recognized experts on celiac disease in the United States. The Center's mission is to redefine the future of celiac disease and treatment through continuing advances in patient care, research, education and patient advocacy.

The Celiac Disease Center at Columbia University Medical Center is one of a few centers in the United States that provides comprehensive medical care, including nutritional counseling, for adult and pediatric patients with celiac disease.

All of the Center's research is directed toward celiac disease clinical, epidemiology, and mechanisms of pathogenesis of celiac disease and patient and physician education.

The Center is diagnosing and treating more than 2800 patients annually from around the world. For additional information, please visit us online at www.celiacdiseasecenter.org.

The Celiac Disease Center at Columbia University invites you to celebrate 8 years of commitment and dedication to profoundly improving the lives of celiac patients around the globe. Join us for a reception and dinner at Mandarin Oriental, New York in New York City for an evening of spectacular gluten-free food and entertainment.

Honoring:

Colin Leslie
Foods By George
Rory & Bruce Teitelbaum
Shire

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Music by Julliard

Attire: Festive

Silent Auction: Fabulous gifts will be offered through a silent auction.

Checks, Amex, Visa and MasterCard will be accepted.

celiacdisease™
center at | columbia university medical center

- Underwriter (platinum ad): **\$100,000**
Listing in the program, a table of ten.
- Vice Chairman (platinum ad): **\$50,000**
Listing in the program, a table of ten.
- Leader (gold ad): **\$25,000**
Listing in the program, a table of ten.
- Partner (gold ad): **\$15,000**
Listing in the program, eight people.
- Benefactor (silver ad): **\$10,000**
Listing in the program, six people.

- Sponsor (silver ad): **\$5,000**
Listing in the program, four people.
- Patron (ad): **\$2,500**
Listing in the program, two people.
- Supporter: **\$1,000**
Listing in the program, one person.
- Friend: **\$400**
Listing in the program, one person.
- Contributor: **(any amount)**
Listing in the program.

Program Listing

I/We would like to be listed in the benefit program

My guests will be:

- | | |
|---------|----------|
| 1 _____ | 6 _____ |
| 2 _____ | 7 _____ |
| 3 _____ | 8 _____ |
| 4 _____ | 9 _____ |
| 5 _____ | 10 _____ |

- Enclosed is my check for \$ _____ payable to Trustees of Columbia University
- I/We regret that I/we cannot attend, but wish to support the Center with the enclosed contribution of \$ _____.

Please charge \$ _____ to: Mastercard Visa AMEX

Name (as it appears on card) _____

Card Number _____ Exp. Date _____ / _____

Signature: _____

Company / Foundation _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____ Cell (_____) _____

Fax (_____) _____ Email _____

Trustees of Columbia University in the City of New York is a 501(c)(3) organization. Your contribution, less \$250 per ticket, is tax deductible. Proceeds from the benefit support the ongoing programs of the Center. For further information please contact Cynthia Beckman, Director of Development, at 212.342.4529, cb2280@columbia.edu or (fax) 212.342.0447.

Inside Front Cover, Inside Back Cover, Back Cover

Trim Size: 8.5" x 8.5"

Bleed Size: 8.75" x 8.75" (includes 0.125" all round)

Trim Safe Area: Text should not be placed closer than 0.5" to the trim edge.

Colors: Full color (CMYK) or Black / White

Full Page

Size: 7.5" x 7.5" no bleed

Colors: Full color (CMYK) or Black / White

All benefits related to printed materials are based on meeting printing/production deadlines. Ad journal material must be submitted and final by Friday, September 18, 2009 in order to be included in the Event Journal.

All ad material should all be supplied electronically as one of the following:

- 1) press quality pdfs with all fonts and art embedded
- 2) 300 d.p.i. or higher jpeg or TIFF files.
- 3) Text ads should be emailed to: cb2280@columbia.edu

CD's with ad materials should be mailed to:

Cynthia Beckman
Celiac Disease Center at Columbia University
Harkness Pavilion
180 Fort Washington Avenue
Suite 934
New York, NY 10032

For additional information please call (212) 342-4529
or email: cb2280@columbia.edu

All Journal entry materials must be received by Friday, September 18, 2009



Journal Specifications