

Jessica Biel and Jessica Alba Among Hosts at 14th Annual EIF Revlon Run/Walk



Making a

relationship work can be challenging for anyone, couple that with a partner who is diagnosed with cancer, and that takes an additional amount of patience, support and love. Well, there was plenty of encouragement and comfort happening in Times Square Saturday morning when more than 20,000 people came out to support loved ones who have battled with cancer at the 14th Annual Entertainment Industry Foundation (EIF) Revlon Run/Walk for Women.

Revlon ambassadors Jessica Biel and mother-to-be Jessica Alba hosted the event alongside Jimmy Fallon, Dr. Mehmet Oz and Nate Berkus. The pace car driven by *White Collar*'s Matt Bomer, led participants to the Central Park end mark and four-time Grammy nominee Keyshia Cole kicked off the morning with a

grand performance.

“The energy here @revlon run/walk is amazing 20,000 ppl r here 2 participate. This is the 14th yr & we’ve raised over 60milli for wmns cancer!” Alba tweeted at the event.

Before the Run/Walk kick-off, the ceremony hosts walked down the red carpet and gave personal speeches that expressed the pride and honor they felt from being part of such an event.

The EIF Revlon Run/Walk event, which launched in 1994 through the combined efforts of Lilly Tartikoff, Ronald O. Perelman, chairman of Revlon, Inc., and EIF, is one of the nation’s largest single-day fundraisers to support women’s cancer research, counseling and outreach programs in New York City and Los Angeles. Since its inception, more than \$60 million in grants have been raised from the combined events in New York and Los Angeles.