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Concern Foundation Block Party At Paramount Studios Raises \$1.7 Million For Cancer Research

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Laura Coleman



CONCERN—Joining in the festivities at Concern Foundation's "Fiesta Grande Block Party" at Paramount Studios were Beverly Hills-based Partners Trust co-founders (from left): Richard Stearns, F. Ron Smith, honoree Nick Segal, and Hugh Evans III. The group was honored together with actress Jaclyn Smith at the annual cancer research fundraiser.

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By Laura Coleman

Saturday evening's "Fiesta Grande Block Party" fundraiser for Concern Foundation at Paramount Studios raised some \$1.7 million thanks to sponsorships, partners, tickets, donations and auction sales.

"When I hear 95 cents of every dollar is going directly to

research, that really is a benchmark for me," said Concern Foundation honoree Nick Segal, co-founder of Beverly Hills-based Partners Trust Real Estate Brokerage & Acquisitions. On Saturday, Segal was honored together with Partners Trust co-founders F. Ron Smith, Hugh Evans and

Richard Stearns, along with actress and cancer survivor Jaclyn Smith.

"Personally, having lost two family members, my father and my uncle, to cancer, it's very near and dear to my heart to find a cure," Segal said. "And money and research are

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CONCERN FOUNDATION

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our best bets."

Around 4,000 people attended the non-profit's 40th annual block party, which fea-

tured specially crafted fare from over 60 L.A. restaurants ranging from Beverly Hills' Porta Via to the cult-status Pink's Hot Dogs.

The volunteer-driven organization has funded over

650 cancer researchers worldwide since its founding in 1968 and raised more than \$55 million toward its mission of "ending cancer once and for all."