

To: jeevacation@gmail.com[jeevacation@gmail.com]; Jeffrey[jeevacation@gmail.com]
From: Eva Dubin
Sent: Wed 4/6/2011 3:39:50 AM
Subject: FW: Vogue.com Article is Live

Subject: Vogue.com Article is Live
Date: Tue, 5 Apr 2011 17:53:40 -0400
From: [REDACTED]
To: [REDACTED]
CC: [REDACTED]

All,

Below is a link to the article featuring Dr. Dubin on Vogue.com. Please let us know if you have any questions about the story.

Best,

Christie

<http://www.vogue.com/vogue-daily/article/former-ford-model-eva-andersson-dubin-opens-breast-cancer-center-in-new-york/>

From: Corbett, Christie
Sent: Tuesday, April 05, 2011 4:58 PM
To: 'Eva Dubin'; Port, Elisa; Raptis, George (MSSM); McGarry, Gretchen; Kane, Rebecca
Cc: Michaels, Ian; Gothard, Annmarie (MSSM)
Subject: Media Update

Good Afternoon,

Please see below for another update on media surrounding the opening. Please let us know if you have any questions. Looking forward to tomorrow evening.

Best,

Christie

- Channel 4 and Harlem TV will be sending crews to shoot the opening.
- Several photographers will be in attendance, including Getty Images.
- The Vogue.com article will be posted this evening and features an interview with Dr. Dubin and several images. I will send along a link when it goes live.
- We are working to schedule interviews with Forbes and Oprah Magazine for next Wednesday and Thursday with Dr. Dubin to discuss the opening.
- We have scheduled several tours for bloggers in the coming weeks to see the center and are getting more requests daily.
- Tomorrow, Drs. Port and Raptis will be featured in the Daily News.
- As we mentioned:
 - Last week Rubenstein invited to the opening media that require advance notice – Bill Cunningham of the Times, Marshall Heyman of the WSJ, and David Patrick Columbia of NY Social Diary.
 - Rubenstein invited other social press including Amanda Gordon of Bloomberg, and a few who feed other publications. Photos will also be sent out after the event for publication.

Christie Corbett

Press Officer

The Mount Sinai Medical Center



Please consider the environment before printing this email. Thank you.