



HEALTHY **LIVING**

THE CORE

Where Movement is Born



EISENHOWER'S RESIDENCY PROGRAM

Making History in the Valley

SPECIALISTS AGREE:

It's Good to Have a Primary Care Physician

WHEN MINUTES COUNT, TIME IS BRAIN

PHỞ VŨ

Adventure in Healthy Eating



Left to right: Mel Gordon, Debi Aarthun, Chair Selby Dunham and Betty Wolf.

BAM!

BIGHORN Behind a Miracle Presents \$750,000 to Eisenhower

INSPIRED TO SAVE THE LIVES of Coachella Valley cancer patients by keeping all of their support local, BIGHORN Behind a Miracle (BAM) presented a check for \$750,000 on April 12 to Eisenhower, concluding a season long fund-raising campaign. Since 2008, BAM has raised more than \$2.1 million.

Founded by BIGHORN members to support the Eisenhower Schnitzer/Novack Breast Center and Eisenhower BIGHORN Radiation Oncology Center, BAM marks its fifth year and is one of the largest single private fundraisers benefiting Eisenhower. Their support has funded an assortment of 15 different technologies for breast cancer screening, diagnostics and treatment as well as transportation for those in need.

"The many generous BIGHORN BAM donors are saving lives and preserving families — we simply can't thank them enough," says Betty Wolf, Vice President, Eisenhower Medical Center Foundation. "It is a fact that every single Eisenhower breast care patient, whether they have cancer or are getting screened, benefits through the generosity of BAM."

You
 • are
 invited

Live Auction
 Fashion Show

December 1, 2012
 7pm – Mission Hills Country Club

Visit Haute4Help.org
 for details.

Italian
FESTIVAL

Saturday, Nov 3rd, 2012
 11AM – 5PM
 Rancho Mirage - Whitewater Park

Italian Food, Live Music & Entertainment,
 Merchant Vendors, Wine Appreciation,
 Raffles, Contests & Family Fun Zone

For more information: 760-346-1611
info@desertarc.org • www.desertarc.org

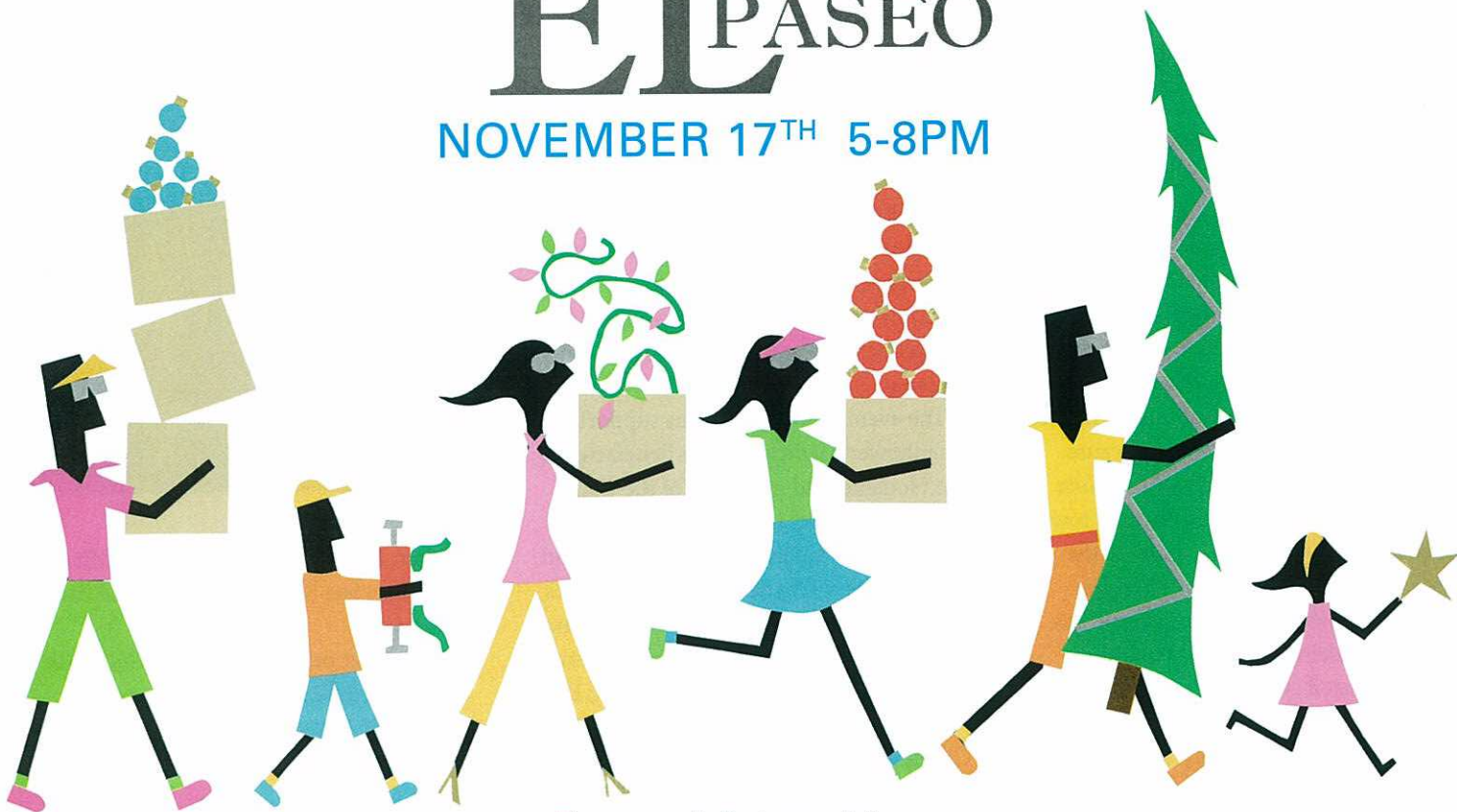
Desert Arc

OPPORTUNITIES FOR PEOPLE WITH DISABILITIES

www.desertarc.com

ON A MIRACLE EL PASEO

NOVEMBER 17TH 5-8PM



The season's first snowfall

HOLIDAY tastes & spirits from the valley's top restaurants & wineries

The grand illumination of the 60-foot El Paseo **CHRISTMAS TREE** by **DOROTHY HAMILL**

Professional **ICE SKATERS** take to the ice to the sounds of Citrus College's 22-piece dance band **NIGHTSHIFT**

The official arrival of **SANTA CLAUS**

Participating retailers at The Shops on El Paseo will donate a percentage of sales to benefit



BIGHORN BAM is dedicated to providing critical funding needed to help in the diagnosis, treatment, research and education for those affected by breast cancer.

CO-SPONSORS Churchill Management Group Eisenhower Medical Center KMIR6 KPSE MY13

\$100 PER PERSON. PURCHASE TICKETS AT WWW.BIGHORNBAM.COM OR CALL 760-610-8218

**THE SHOPS[®]
ON EL PASEO**

ST. JOHN BURBERRY JAMES PERSE GUCCI BOTTEGA VENETA OPTICAL SHOP OF ASPEN DAILY GRILL LEGGIADRO
COS BAR RALPH LAUREN STUART WEITZMAN CALIFORNIA PIZZA KITCHEN ESCADA SOMA INTIMATES CHICO'S THEODORE
RANGONI FIRENZE SHOES WOLFGANG PUCK PIZZA BAR (OPENING 2013)

At the corner of El Paseo and Hwy 74 in Palm Desert, CA 760.341.4058 TheShopsOnElPaseo.com