

Murder,  
**SHE WROTE**

Giving Cancer  
**THE BIGHORN BAM**

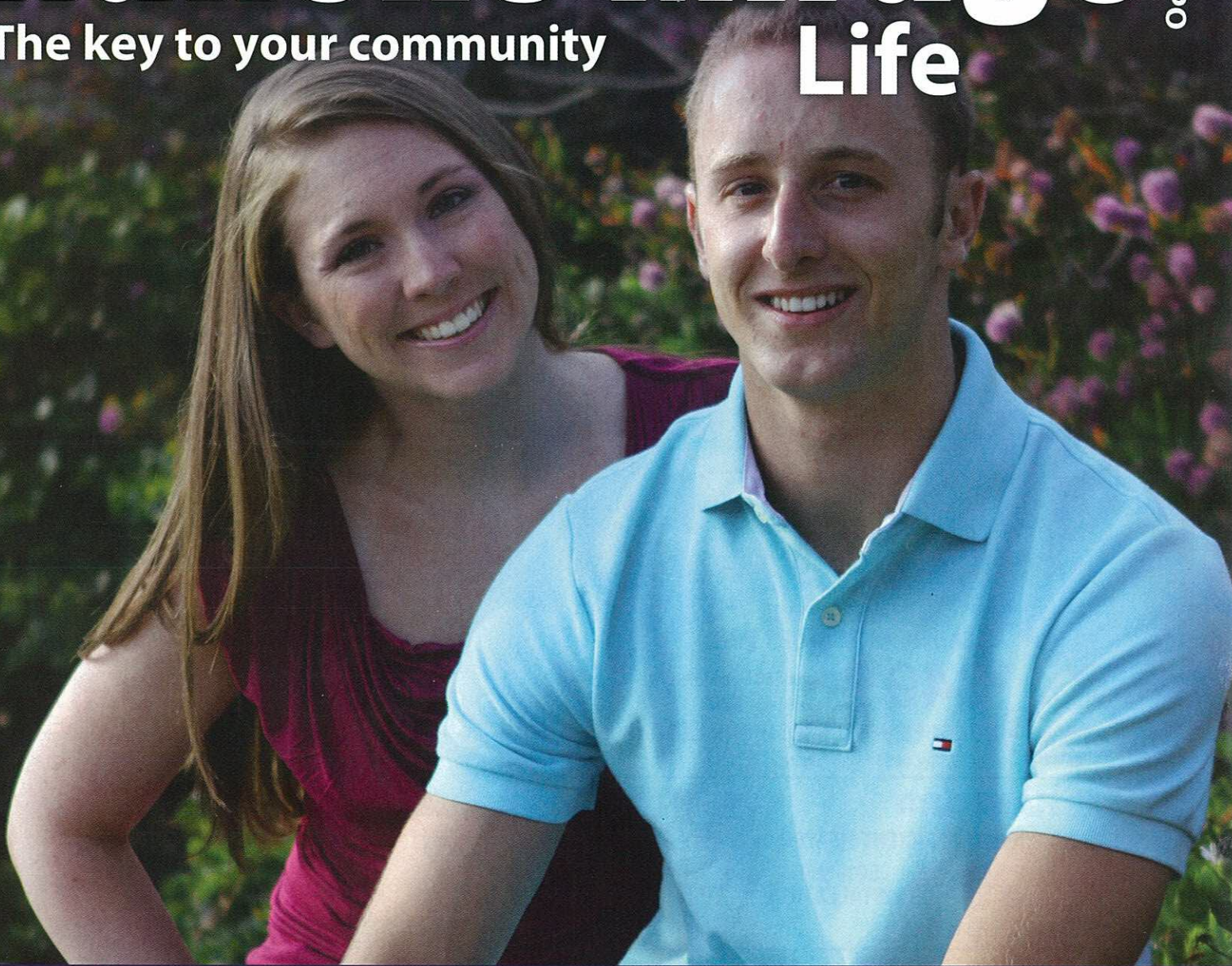
Golf Carts  
**ON PARADE**

# Rancho Mirage

The key to your community

Life

October 2012



## SWEET SUCCESS

The 'Toffee Kids' Grow Up

# BIGHORN BAM: Inspiring a Miracle on El Paseo

Skater, cancer survivor Dorothy Hamill to headline.

By Theresa Maggio

**Inspiration hits us in many forms, but none more powerful than through the trials we face when we find out we may have cancer.**

Seven years ago, Selby Dunham was diagnosed with breast cancer and from day one she called herself a survivor.

Over the next year, she fought breast cancer and discovered that in her own community of Bighorn, she had countless friends whose encouragement made a difference in her recovery. She called on her fellow members to create Bighorn Behind A Miracle or BAM as it is affectionately called. Together, the team of Bighorn BAM created a golf tournament that would raise money to provide equipment and support for women throughout the Coachella Valley through Eisenhower Medical Center's Lucy Curci Cancer Center and The Pendleton Foundation. Inspiring sponsors, golfers, caddies and retailers, the industrious BAM women raised \$316,000 in its first year, over \$1 million in its fifth season and over \$2.56 million in the past five years!

Three years ago, after hearing the incredible story of Bighorn BAM, financial advisor and developer Fred Fern of The Shops on El Paseo decided they also wanted to support breast cancer survivors. Together the groups collaborated and created A Miracle on El Paseo to celebrate the launch of the holiday season. A Miracle on El Paseo is the street's biggest and only block party. Referred to as the "Rockefeller Lighting Ceremony of the Desert," the annual gala closes one block of El Paseo to street traffic creating a Winter Wonderland complete with the season's first snowfall, live music and an ice rink with skating by Olympic caliber skaters. This year's theme is "Fire & Ice", with tastes and libations from the valley's top restaurants, special activities and a donation of percentages of sales at the many luxury boutiques found at The Shops on El Paseo.

The grand finale includes the arrival of Santa Claus and the magical illumination of the street's 60-foot Christmas tree by Olympic figure skating champion and breast cancer survivor Dorothy Hamill.

Hamill, Winner of the 1976 Gold Medal in Women's Figure Skating, the 1976 World Championship and three U.S. titles, has lent her support in the fight against breast cancer in the Coachella Valley as the honorary chairperson for this year's Miracle on El Paseo.

"We are thrilled to have Dorothy Hamill's participation," said Selby Dunham, founder of BIGHORN BAM. "Her spirit and courage inspire women around the world and in our community who have breast cancer, and those who are supporting a relative



Celebrate the launch of the holiday season at "Miracle on El Paseo" and fight cancer. Courtesy photo

or friend with breast cancer."

Ms. Hamill has been inducted into the Olympic Hall of Fame and the Figure Skating Hall of Fame. She was very proud to run the torch into the Olympic Stadium in Salt Lake City in 2002 and skate the closing ceremonies.

"The Shops on El Paseo is honored to partner with a stellar organization such as BIGHORN BAM," said Managing Partner Fred Fern.

# By the Numbers

Bighorn BAM: 5 p.m.-8 p.m., Saturday, November 17

16 Retailers donating 10 percent of proceeds to BIGHORN BAM

Dorothy Hamill will light the 60-foot El Paseo Christmas Tree

Tickets are \$100; kids 12 and younger get in free



Cancer survivor & celebrity Dorothy Hamill will light the tree. courtesy photo

*"We are thrilled to have Dorothy Hamill's participation. Her spirit and courage inspire women around the world and in our community who have breast cancer..."*

*—Selby Dunham*

The spectacular holiday kick-off will be filmed for television and aired on local partner KMIR-TV6 throughout December. The evening benefits BIGHORN BAM in their efforts to support breast cancer services at Eisenhower Medical Center.



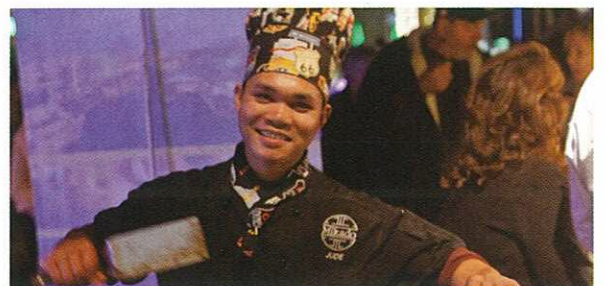
## How to get involved

Join in the fun and support BIGHORN BAM by purchasing tickets and getting a jump on holiday shopping at the stores.

Visit [www.bighornbam](http://www.bighornbam) or call (760) 776-7126 ext. 1115 for more information.

"Their incredible dedication to the cancer patients and families of Coachella valley is an inspiration to us all! It is a privilege to put on A Miracle on El Paseo and support one of the finest hospitals in the country, Eisenhower Medical Center."

Stores and restaurants participating at The Shops on El Paseo include Gucci, Ralph Lauren, Escada, St. John, Bottega Veneta, Burberry, Cos Bar, James Perse, Leggiadro, Stuart Weitzman, Optical Shop of Aspen, Chico's, Soma Intimates, Theodore, Rangoni Firenze Shoes, California Pizza Kitchen and The Daily Grill.



The valley's top restaurants will participate in the event. Courtesy Bighorn BAM