



Golden





1. The scene is set at the delectable Cipriani 42nd St in New York for the most spectacular MM&M Awards show to date.

2. MM&M Editor in Chief James Chase welcomes an enthusiastic audience.

4. Special guest, soprano and double lung-transplant patient Charity Sunshine Tillemann-Dick, wows attendees in both song and story, offering a reminder of the true value of the pharma industry.

Ticket



5. World-renowned psychosexual therapist Dr. Ruth Westheimer presents, rather appropriately, the Award for "Best Interactive Initiative to Consumers" to RAPP and Pfizer for the Viagra anti-counterfeiting campaign.

6. Lively emcee James Donahower announces the winners and presents the awards



7. A sold-out audience of almost 700 of the industry's biggest stars enjoys a fabulous night of food, wine, entertainment and celebration at the magnificent Cipriani 42nd St.

8 through 28. Smiles all around as guests, winners and partiers alike celebrate to the hilt at the industry's biggest night out. As midnight approached, many made their way to the official after-party and, a few hours later, the hardest souls headed to the unofficial after-after party. But those are other stories.

