

JOIN US AT THE THIRD ANNUAL CBCF GOLF CLASSIC TO
HELP FIND A CURE



WEDNESDAY, JUNE 23, 2010
MOUNTAIN RIDGE COUNTRY CLUB
WEST CALDWELL, NEW JERSEY
REMARKS BY LARRY NORTON, M.D.



Cure Breast Cancer Foundation, Inc. (CBCF) is a 501(c)3 not-for-profit foundation created to raise money for breast cancer research at the world-renowned Memorial Sloan-Kettering Cancer Center in New York. CBCF is a product of one child's dedication to her mother's cause; it began when Carly Abramson, whose mother, Lisa, was diagnosed with breast cancer approximately six years ago and then again three years ago, made a beaded key ring as a comfort gift for her mother. Carly then decided to sell the key rings to raise money for breast cancer research through BCA Creations, an organization she founded. As a result of the sale of nearly 700 key chains that she made with the help of friends and family, BCA Creations donated more than \$10,000 to Memorial Sloan-Kettering, and a dream became a reality. In December 2007, Carly founded CBCF with help from her father, Andrew Abramson, president and chief executive officer of Value Companies, a leading real estate development investment and management company based in Clifton, New Jersey. CBCF is donating 100% of its net fundraising proceeds for research by Dr. Larry Norton and colleagues at the Memorial Sloan-Kettering Cancer Center on the growth and spreading of breast cancer cells by a process known as "self-seeding".

Larry Norton M.D. is the Deputy Physician-in-Chief for Breast Cancer Programs at Memorial Sloan-Kettering and an internationally recognized pioneer in understanding and treating breast cancer. Dr. Norton leads the Center's comprehensive breast cancer initiatives while pursuing research that has helped to establish new and more effective ways of using anticancer drugs. Dr. Norton is the scientific advisor of CBCF.

The Theory of "Self Seeding" One of the key problems with breast cancer cells—perhaps the most important problem—is their ability to move and start new cancers growing, not only in distant organs like the bones and liver (called metastases), but in the original breast itself, making it grow faster. This behavior is "self seeding," recalling the way weeds take over a garden: not by the growth of each individual weed plant, but by the seeding of new weed plants that grow in a confluent fashion. By this concept, breast cancer is not one mass, but rather a collection of contiguous smaller masses.

This method of growth is indeed true in certain experimental models and research is ongoing to prove that it happens in people as well. It explains many aspects of cancer: rapid growth, disorganization, formation of new blood vessels, need to irradiate a breast after lumpectomy for cancer and the association of all of the above with distant metastases. Self-seeding may explain why tumors sometimes re-grow in the same location after being surgically removed; not necessarily because the surgeons failed to remove part of the original tumor but because some of the itinerant cells returned later to their original home to start a new tumor in the same place. The theory is that tumor cells released into the bloodstream sometimes are attracted back to the original tumor and help it expand. Self-seeding may explain why large tumors tend to grow, in percentage terms, more slowly than small tumors. It could be that growth is a function of the surface area rather than volume. Tumors that are efficient seeders may kill people by promoting the seeding process, not because they have a higher exponential growth rate. If correct, it will provide new targets for the development of drugs to treat and prevent cancer. Since "seeding" is an abnormal process—as opposed to the normal process of mitosis—such drugs may not only be more effective, but less toxic as well. Hence, the concept of self-seeding is not only interesting from the point of view of biology, but possibly very important in the design of better approaches to cancer management and prevention, as well as in finding a cure.*

*Portions excerpted from *Terrorist Cells*, *Forbes Magazine*, March 15, 2010, with permission

Please join us for the Third Annual

CURE BREAST CANCER GOLF CLASSIC

to support research of the theory of Self-Seeding Breast Cancer
at **Memorial Sloan-Kettering Cancer Center**

Wednesday, June 23, 2010
Mountain Ridge Country Club
West Caldwell, New Jersey

Schedule Events

- 10:30 a.m. Registration and Brunch
Driving Range Open
- 12:30 p.m. Shotgun
- \$1,000,000 hole-in-one shoot-out
immediately following conclusion of play
- 6:30 p.m. Cocktail Reception, Hors d'Oeuvres, Dinner and Awards
- 7:30 p.m. Remarks by **Larry Norton, M.D.**

Pink Ribbon Sponsors*
(\$25,000 commitments)

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* As of April 19, 2010

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