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**FOR IMMEDIATE RELEASE**

## **FOUNDATION FORMED TO CURE BREAST CANCER**

### **New Charity To Hold First Major Fund-Raising Event On June 16**

CLIFTON, N. J. -- When Carly Abramson's mother was diagnosed with breast cancer when she was 12, Carly made her a beaded key ring as a comfort gift. Carly then decided to sell the key rings to raise money for breast cancer research.

As a result of the sale of nearly 700 key chains made with the help of family and friends, Carly, now 16, of North Caldwell, donated more than \$10,000 to Manhattan based Memorial Sloan-Kettering Cancer Center, where her mother has been a patient. Now, with the help of her father, Andrew Abramson, president of Value Companies, a leading real estate development investment and management company based in Clifton, N. J., she is taking her philanthropic efforts to the next level.

Carly is president of the Cure Breast Cancer Foundation (CBCF), a new not-for-profit charity formed to raise money for breast cancer research. The funds raised by the foundation will go to research on a cure for breast cancer at Memorial Sloan-Kettering, one of the world's foremost cancer research institutions.

Unlike other charities that raise money for breast cancer research, whose funds are distributed among a number of institutions, CBCF will raise money only for Memorial Sloan-Kettering, which is distinguished by a close collaboration between physicians and scientists that enables it to provide patients with the best patient care available while working to discover strategies to prevent, control and ultimately cure cancer.

"Breast cancer has touched our family twice," said Abramson, who serves as the secretary of CBCF. "Our hope is that the foundation, with the help of our generous donors, will help us realize a dream of eliminating the fear of breast cancer for future generations."

The foundation's scientific advisor is Dr. Larry Norton, deputy physician-in-chief for breast cancer programs at Memorial Sloan-Kettering and medical director of MSK-64<sup>th</sup> Street, comprised of the Evelyn H. Lauder Breast Cancer Center and the Iris Cantor Diagnostic Center. Norton, whose research has helped establish new, more effective ways of using anti-cancer drugs, is an internationally recognized authority on breast cancer.

"Memorial Sloan-Kettering treats more cancer patients than any other cancer center in the nation," he said. "To ensure our ability to provide today's most advanced care -- and to generate the knowledge needed for future breakthroughs -- the center maintains an ambitious research enterprise that focuses on the disease in all its complexity. With a dramatic rise in the incidence of breast cancer projected for coming years, Memorial

Sloan Kettering looks to its benefactors for the support it needs to continue to set the pace for innovation in research and treatment.”

In addition to raising money through the sale of key chains, which Carly continues to make along with her friends and family, CBCF is planning a fund-raising golf tournament, the Cure Breast Cancer Golf Classic, to be held at Mountain Ridge Country Club in West Caldwell, N. J., on June 16. A feature of the tournament will be a \$1 million hole-in-one shoot-out. The tournament is expected to attract 300 participants and raise more than \$500,000, Abramson said.

For more information on the golf tournament, call (201) 396-5112, e-mail [info@curebreastcancerfoundation.org](mailto:info@curebreastcancerfoundation.org) or visit the Web site at [www.curebreastcancerfoundation.org](http://www.curebreastcancerfoundation.org).

### ***About the Cure Breast Cancer Foundation***

Cure Breast Cancer Foundation (CBCF) is a Clifton, N. J.-based not-for-profit charity devoted to research on a cure for breast cancer at Memorial Sloan-Kettering Cancer Center in Manhattan. The founder and president is Carly Abramson. Her father, Andrew Abramson, is secretary. For more information, call (201) 396-5112, e-mail [info@curebreastcancerfoundation.org](mailto:info@curebreastcancerfoundation.org) or visit the Web site at [www.curebreastcancerfoundation.org](http://www.curebreastcancerfoundation.org).

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