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Cure Breast Cancer Golf Classic Huge Success

Almost \$800,000 Raised To Benefit Breast Cancer Research

West Caldwell, N.J. – Despite the late afternoon rain, genuine warmth prevailed among the 132 golfers at Mountain Ridge Country Club who participated in the June 16 Inaugural Cure Breast Cancer Golf Classic to raise money for breast cancer research.

The Cure Breast Cancer Golf Classic fundraiser held by the Cure Breast Cancer Foundation (CBCF) raised almost \$800,000 to benefit breast cancer research at the Memorial Sloan-Kettering Cancer Center under the direction of Larry Norton, MD, which is based in Manhattan. Twelve generous donors donated \$25,000 each and many other donations were made as well.

“The Cure Breast Cancer Golf Classic was a huge success and we couldn’t have done it without the help of everyone. From the golf chairs and committees to the donors, it was just an all around collaborative effort that is to be commended,” said Andrew Abramson, secretary of CBCF, adding, “Together we can make a difference.”

132 golfers participated in the Golf Classic. A cocktail reception and a dinner with over 250 attendees featuring a golf awards presentation followed the completion of play.

To wrap up the night, deputy physician-in-chief for breast cancer programs at Memorial Sloan-Kettering, Dr. Larry Norton, mesmerized the crowd with a speech on advances in breast cancer treatment, the importance of Vitamin D in the diet and other precautionary measures that can be taken to prevent breast cancer. “Breast cancer can afflict anyone, but there are precautionary measures we can take to prevent or slow the progression of breast cancer until we find a cure,” said Norton.

“Memorial Sloan-Kettering treats more cancer patients than any other cancer center in the nation,” Norton 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.” Norton also mentioned that the money raised by the CBCF would be used to solely fund two or three new breast cancer research projects under his direction at Memorial Sloan-Kettering.

CBCF is a product of one child’s dedication to her mother’s cause. It began when Carly Abramson’s mother, Lisa, was diagnosed with breast cancer approximately three years ago. Carly who was 12 then made a beaded key ring as a comfort gift for her mother and 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 that she made with the help of family and friends, she donated more than \$10,000 to Memorial Sloan-Kettering. 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, N.J.

CBCF has a cancer symposium planned for the fall with such expert speakers as Dr. Larry Norton. Also planned is another golf classic for next summer. For more information about CBCF, call (201) 396-5112, e-mail info@curebreastcancerfoundation.org or visit the Web site at www.curebreastcancerfoundation.org.

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 or visit the Web site at www.curebreastcancerfoundation.org.

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