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SENT TO: Andrew Abramson
Cc: George Cahn

**Cure Breast Cancer Foundation Raises Funds at 3rd Annual Golf Classic;
*Over \$500,000 Raised To Benefit Breast Cancer Research***

Clifton, N.J. – More than 100 golfers turned out for the 3rd annual Cure Breast Cancer Golf Classic at the Mountain Ridge Country Club on June 23, 2010 in support of breast cancer research.

The yearly golf outing sponsored by the Cure Breast Cancer Foundation (CBCF) raised nearly \$525,000 to benefit breast cancer research at the Memorial Sloan-Kettering Cancer Center in Manhattan under the direction of Dr. Larry Norton, MD and his colleagues. Close to 200 guests attended a cocktail reception and a dinner following the outing.

“Once again we are overwhelmed and overjoyed at the outpouring of support by the community for the foundation,” said Andrew Abramson, secretary of CBCF. “This year’s Golf Classic was a huge success due to the generosity of our golf chairs, committees, participants, and donors.”

This fall, CBCF is planning two events to continue to raise funding and support for Dr. Norton. The Shag 86/CBCF Walk on Sunday, October 3rd, will take place in Little Falls, NJ and the Valley National Bank Breast Cancer Walk on will take place in Wayne at Valley National Bank’s Corporate Headquarters on Saturday, October 16th.

Since its inception, CBCF has raised in excess of \$1.8 million through events such as their annual golf tournament, walk-a-thons and other fundraising activities. Fully 100% of its net fundraising proceeds received by the foundation are donated to the Memorial Sloan Kettering Cancer Center in Manhattan to support the ground-breaking research being conducted there by noted oncologist Dr. Larry Norton.

Dr. Norton's research focuses on the theory of breast cancer “self seeding”: the ability of breast cancer cells to move and start new cancers growing, not only in distant organs like the bones and liver (called metastases), but in the breast itself. This behavior is referred to as “self seeding” as it recalls 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. 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. The

funds raised at this year's golf outing will be used to fund Norton's research at MSKCC, one of the world's foremost cancer research institutions.

The Cure Breast Cancer Foundation (CBCF), a 501(c) 3, non-profit organization, was co-founded in 2007 by Andrew Abramson, president of Value Companies, a leading real estate development, investment and management company headquartered in Clifton, N. J. Mr. Abramson decided devote his own efforts to funding breast cancer research after having his wife diagnosed with the disease and treated by Dr. Norton twice over the past several years. It was her treatment at Memorial Sloan Kettering which motivated them to become avid fundraisers for the Center's research efforts.

For more information, visit www.curebreastcancerfoundation.org or call (973) 471-CBCF (2223).

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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