

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

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MONDAY, JUNE 18, 2012
MOUNTAIN RIDGE COUNTRY CLUB
WEST CALDWELL, NEW JERSEY
REMARKS BY LARRY NORTON M.D.



Cure Breast Cancer Foundation Funding Innovative Research for a Cure

Breast cancer is one of the leading causes of cancer death among women, yet its cure has remained unresolved. That may be about to change.

Groundbreaking work funded by CBCF is revolutionizing the way we understand and treat breast cancer. The Self-Seeding theory, conceived by Dr. Larry Norton, in collaboration with Dr. Joan Massagué at Memorial Sloan-Kettering Cancer Center, provides radically new insight into how breast cancer grows and spreads. Dr. Norton feels this is one of the most exciting new research ideas in the quest to cure breast cancer. Mounting evidence from this pioneering research is translating a theory into life-saving treatments.

The Self-Seeding theory focuses on 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. Self-Seeding 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. Self-Seeding explains many aspects of cancer: rapid growth, disorganization, formation of new blood vessels, need to irradiate a breast after a lumpectomy and the association of all of the above with distant metastases. If the concept is 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, these drugs may be more effective and less toxic. Hence, the concept of self-seeding is not only interesting from the point of view of biology, but also possibly very important in the design of better approaches to cancer management, cancer prevention, and a cure.

CBCF is the primary source of funding for the research of the theory of Self-Seeding. It is also the sole funding source for a large study in Israel that seeks to define and identify the self-seeding link between osteoporosis and breast cancer.

Donations to CBCF fund innovative research which could dramatically change the treatment for breast cancer in the future. A cure is within reach. There is much to be done. You can help.

Please join us for the Fifth Annual
CURE BREAST CANCER GOLF CLASSIC
to support research of the Self-Seeding Theory of Breast Cancer
under the direction of Larry Norton, M.D.

Monday, June 18, 2012
Mountain Ridge Country Club, West Caldwell, New Jersey
Site of 2012 USGA Senior Amateur Championship

Schedule of Events

- 10:30 a.m. Registration and Brunch
Driving Range Open
- 12:30 p.m. Shotgun Start
- \$1,000,000 Hole-in-One Shootout
immediately following conclusion of play
- 6:30 p.m. Cocktail Reception, Hors d'Oeuvres, Drawing for the Yellow
2012 Chevy Camaro Convertible, Dinner and Awards
**Car Courtesy of Schumacher Chevrolet*
- 7:30 p.m. Remarks by **Larry Norton M.D.**

Pink Ribbon Sponsors

Lisa & Andrew Abramson
Edith & Melvin Clayman
Nicole & Marc Lenner
Joseph Marino & Jack Morris
The Bier Family & PinkSOCS Foundation Inc
Poppy & Richard Segal
Lucy Pantirer,
Nancy & Larry Pantirer,
Betty & Howard Schwartz,
Elisa & Alan Pines

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Barbara Palmer Kramer & George Kramer

Courage Sponsors

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Mandelbaum Foundation
Patrick M. Mucci, Jr.
Valley National Bank
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Golf Chairs

Patrick M. Mucci, Jr.
John Schupper

Ad Journal Chairs

Lisa Abramson
Pamela Lipkin Sauertig

Golf & Ad Journal Committee

Carly Abramson
Lisa & Andrew Abramson
Merri & Jay Blumenfeld
Steffanie & Eric Edelstein
Gerald Ferraro
Jody Gianni
Dianne Grenz
Henni & John Kessler
Nicole & Marc Lenner
Yris & Trey Lindsay
Lauren & Matthew Mirman
Debra & Patrick Mucci, Jr.
Nancy & Larry Pantirer
Sandy & Fred Roth
Pamela Dennis Rothstein
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Lynn & Bruce Schonbraun
Alan Schulman
Linda & John Schupper
Len Siter
Heather & David Symons

As of April 12, 2012

Carly A. Abramson, Founder & President
Dr. Larry Norton, Scientific Advisor
Leslye Schulman, Executive Director

CURE BREAST CANCER FOUNDATION



www.curebreastcancerfoundation.org



CBCF GOLF CLASSIC ADVERTISING FORM

Pink Ribbon Sponsor: \$26,000
 Strength Sponsor: \$18,000
 Courage Sponsor: \$10,500
 Life Page: \$7,750
 Belief Page: \$5,000
 Hope Page: \$2,500
 Full Page: \$1,000
 Half Page: \$500
 Quarter Page: \$250
 Listing: \$100

*Name _____ Company/Firm _____
(as you wish to appear in the program/ad journal)

*Address _____ *City _____ *State _____ *Zip Code _____

*Telephone _____ *E-mail _____

Enclosed is a check in the amount of \$ _____
 Please make your check payable to *Cure Breast Cancer Foundation, Inc.*

Please charge my credit card for \$ _____

American Express
 MasterCard
 Visa

*Card No. _____ *Exp. Date _____

*Security Code _____ *Signature _____

*required information

Please mail or email this completed form to:
 Cure Breast Cancer Foundation, Inc.
 1122 Clifton Avenue
 Clifton, New Jersey 07013
 adjournal@curebreastcancerfoundation.org



www.curebreastcancerfoundation.org

Please help us find a cure by advertising at the Fifth Annual
CURE BREAST CANCER GOLF CLASSIC

to support research of the Self-Seeding Theory of Breast Cancer

Monday, June 18, 2012

Mountain Ridge Country Club, West Caldwell, New Jersey

Ad Type	Ad Size	Price
Pink Ribbon Sponsor - Full Page Ad, 8 Golfers, 8 Dinner Guests*, 2 Shootout Participants*, 8 Raffle Tickets**	8" x 4.5"	\$26,000
Strength Sponsor - Full Page Ad, 8 Golfers, 8 Dinner Guests*, 1 Shootout Participant*, 8 Raffle Tickets**	8" x 4.5"	\$18,000
Courage Sponsor - Full Page Ad, 4 Golfers, 4 Dinner Guests*, 4 Raffle Tickets**	8" x 4.5"	\$10,500
Life Page - Full Page Ad and 2 Dinner Guests*	8" x 4.5"	\$7,750
Belief Page - Full Page Ad and 2 Dinner Guests*	8" x 4.5"	\$5,000
Hope Page - Full Page Ad and 2 Dinner Guests*	8" x 4.5"	\$2,500
Full Page - Full Page Ad and 1 Dinner Guest*	8" x 4.5"	\$1,000
Half Page	4" x 4.5"	\$500
Quarter Page	4" x 2.25"	\$250
Listing	n/a	\$100

Deadlines

- Reservations are due by May 21, 2012.
- Final artwork is due by May 29, 2012.
- Payment is due before artwork is submitted.

Mechanical Requirements

- Ads must be submitted in JPG format.
- All artwork must be in RGB color mode.
- Submit ads by email to adjournal@curebreastcancerfoundation.org

Contact Information

t. 973.471.CBCF (2223)
f. 973.473.4920

DISCLAIMER:
Dinner limited to 300
guests including golfers.

* Sponsors, Golfers and
their Guests have priority for dinner.

** Raffles for a 2012 Yellow Camaro
Convertible. Raffle tickets limited
to first 500 purchases.



Cure Breast Cancer Foundation, Inc.
1122 Clifton Avenue
Clifton, New Jersey 07013

*required information

*I will be bringing _____ Dinner Guests

*Shirt Size Small Medium Large XLarge XXLARGE

*Telephone _____ *E-mail _____

*City _____ *State _____ *Zip Code _____

*Address _____

Company/Firm _____

*Name of Golfer _____

*Golf Handicap _____

*Shirt Size Small Medium Large XLarge XXLARGE

*Telephone _____ *E-mail _____

*City _____ *State _____ *Zip Code _____

*Address _____

Company/Firm _____

*Name of Golfer _____

*Golf Handicap _____

*Shirt Size Small Medium Large XLarge XXLARGE

*Telephone _____ *E-mail _____

*City _____ *State _____ *Zip Code _____

*Address _____

Company/Firm _____

*Name of Golfer _____

*Golf Handicap _____

FIFTH ANNUAL CURE BREAST CANCER GOLF CLASSIC TO HELP FIND A CURE

19

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REMARKS BY LARRY NORTON, M.D.



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to support research of the Self-Seeding Theory of Breast Cancer
under the direction of Larry Norton, M.D.

- Pink Ribbon Sponsor @ \$26,000**
2 Foursomes for Golf
8 Guests at Reception
2 Participants in \$1,000,000
Hole-in-One Shootout
Pink Page in Ad Journal
8 Raffle Tickets
- Courage Sponsor @ \$10,500**
1 Foursome for Golf
4 Guests at Reception
Courage Page in Ad Journal
4 Raffle Tickets
- Strength Sponsor @ \$18,000**
2 Foursomes for Golf
8 Guests at Reception
1 Participant in \$1,000,000
Hole-in-One Shootout
Strength Page in Ad Journal
8 Raffle Tickets
- Golf Foursome @ \$6,400**
4 Golfers and Guests at Reception
Full Page in Ad Journal
4 Raffle Tickets
- Golfer @ \$1,600 each**
Individual Golfer and Guest at
Reception
1 Raffle Ticket

-
- I am unable to attend but would like to make a fully tax-deductible contribution to the Cure Breast Cancer Foundation, Inc.

*Name _____ *Golf Handicap _____
(as you wish to appear in the program/ad journal)

Company/Firm _____

*Address _____

*City _____ *State _____ *Zip Code _____

*Telephone _____ *E-mail _____

- Enclosed is a check in the amount of \$ _____
Please make your check payable to *Cure Breast Cancer Foundation, Inc.*

- Please charge my credit card for \$ _____

American Express MasterCard Visa

*Card No. _____ *Exp. Date _____

*Security Code _____ *Signature _____

**required information*

Please respond by May 21, 2012

First come, first served. Dinner limited to 300 guests including golfers.
All but \$600 of the ticket price per golfer is tax-deductible.

ARRIVE IN STYLE

ENTER FOR YOUR CHANCE TO WIN A 2012 CHEVY CAMARO CONVERTIBLE



Car Courtesy of Schumacher Chevrolet

As a special thank you from the Foundation, each golfer will receive one raffle ticket in their name.

Raffle tickets are \$100 and limited to 500 tickets and 10 tickets per person, including golfers.

*Name _____

*Address _____

*City _____ *State _____ *Zip Code _____

*Telephone _____ *E-mail _____

*Raffle Ticket Quantity _____

Enclosed is a check in the amount of \$ _____

Please make your check payable to *Cure Breast Cancer Foundation, Inc.*

Please charge my credit card for \$ _____

American Express MasterCard Visa

*Card No. _____ *Exp. Date _____

*Security Code _____ *Signature _____

*required information

CURE BREAST CANCER FOUNDATION



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Please mail or email this completed form to:

Cure Breast Cancer Foundation, Inc.
1122 Clifton Avenue, Clifton, New Jersey 07013
register@curebreastcancerfoundation.org