

PINK IS THE NEW GREEN

CURE BREAST CANCER GOLF CLASSIC

MONDAY, JUNE 17, 2013

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. We are hopeful this is about to change.

CBCF is the major support of a new initiative under the direction of Dr. Larry Norton at Memorial Sloan-Kettering Cancer Center as well as other national and international research facilities, concerning a revolutionary theory of cancer: that it is a disease of cell mobility as well as cell division. One of the problems with cancer is that abnormal cells divide too much and hence make masses of cells called tumors. But that's not the biggest problem because single tumors can almost always be removed by surgery or destroyed by radiation treatments.

The biggest problem is that cancer cells do not "stay put" in the organ where they originate but rather travel to other parts of the body where they can also make tumors that can destroy those organs (bone, liver, brain etc.). What research scientists supported by CBCF funds have discovered is that the cancer cells that travel from the organ of origin (the "primary site") to other organs (the "secondary site" or "site of metastases") can also travel back to the primary site, reinvigorating growth in that location. If the primary tumor is destroyed then the cancer cells circulating in the blood can go to secondary sites, causing more tumors to form and more destruction.

For this reason, CBCF scientists are studying ways to inhibit the process of "seeding." These include:

- Learning how bones can provide a place for breast cancer cells to "hide" for years before growing or traveling to other secondary sites.
- Learning how white blood cells help cancers grow, survive chemotherapy, and "seed." We wish to inhibit these bad white blood cells so that cancer cells are less able to grow, less able to survive chemotherapy, and less able to seed new metastases.
- Conversely, some white blood cells can inhibit the process of "seeding" of the lung. We wish to encourage the development of these white blood cells by a variety of techniques.
- Learning how we can turn the primary cancer into a "poisoned sponge" that can attract seeds and then destroy them immunologically.
- Learning which genes underlie all of these processes so that we can develop better diagnostic methods, better means of targeted therapy to attack cancer cells and bad white blood cells, and ultimately innovative ways to prevent cancer from happening in the first place.

Donations to CBCF fund innovative research that could dramatically change the treatment for breast cancer in the near future. Every bit of your generosity helps.

Please join us for the Sixth 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 17, 2013

Mountain Ridge Country Club, West Caldwell, New Jersey

Site of 2012 USGA Senior Amateur Championship

Schedule of Events

Morning Session

- 7:00 a.m. Registration and Breakfast
- 8:15 a.m. Shotgun Start
Lunch following conclusion of golf

Afternoon Session

- 10:30 a.m. Registration and Brunch
- 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 Blue
2013 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
Jennifer & Michael Mattarazzo
The Bier Family & PinkSOCS Foundation Inc.
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Lucy Pantirer,
Nancy & Larry Pantirer,
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Patrick M. Mucci, Jr.
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Patrick M. Mucci, Jr.
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As of April 1, 2013

Carly A. Abramson, Founder & President
Dr. Larry Norton, Scientific Advisor



www.curebreastcancerfoundation.org

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MONDAY, JUNE 17, 2013

MOUNTAIN RIDGE COUNTRY CLUB

WEST CALDWELL, NEW JERSEY

REMARKS BY LARRY NORTON, M.D.



*Name of Golfer _____ *Golf Handicap _____

Company/Firm _____

*Address _____

*City _____ *State _____ *Zip Code _____

*Telephone _____ *E-mail _____

*Shirt Size Small Medium Large XLarge XXLarge

*Name of Golfer _____ *Golf Handicap _____

Company/Firm _____

*Address _____

*City _____ *State _____ *Zip Code _____

*Telephone _____ *E-mail _____

*Shirt Size Small Medium Large XLarge XXLarge

*Name of Golfer _____ *Golf Handicap _____

Company/Firm _____

*Address _____

*City _____ *State _____ *Zip Code _____

*Telephone _____ *E-mail _____

*Shirt Size Small Medium Large XLarge XXLarge

*I will be bringing _____ Dinner Guests

*required information

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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 17, 2013

Mountain Ridge Country Club, West Caldwell, New Jersey

- | | |
|---|--|
| <input type="checkbox"/> 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 | <input type="checkbox"/> Courage Sponsor @ \$10,500
1 Foursome for Golf
4 Guests at Reception
Courage Page in Ad Journal
4 Raffle Tickets |
| <input type="checkbox"/> 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 | <input type="checkbox"/> Golf Foursome @ \$6,400
4 Golfers and Guests at Reception
Full Page in Ad Journal
4 Raffle Tickets |
| | <input type="checkbox"/> Golfer @ \$1,600 each
Individual Golfer and Guest at
Reception
1 Raffle Ticket |

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

Company/Firm _____

*Address _____

*City _____ *State _____ *Zip Code _____

*Telephone _____ *E-mail _____

Morning Session Afternoon Session

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

I am unable to attend but would like to make a fully tax-deductible contribution to the 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 June 3, 2013

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

Please help us find a cure by advertising at the Sixth Annual
CURE BREAST CANCER GOLF CLASSIC
 to support research of the Self-Seeding Theory of Breast Cancer

Monday, June 17, 2013
 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, 2013.
- Final artwork is due by May 29, 2013.
- 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 2013 Blue Camaro
 Convertible. Raffle tickets limited
 to first 500 purchases.



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

PINK IS THE NEW GREEN



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



ARRIVE IN STYLE

ENTER FOR YOUR CHANCE TO WIN A 2013 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.

*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



www.curebreastcancerfoundation.org

Please mail or email this completed form to:

Cure Breast Cancer Foundation, Inc.

1122 Clifton Avenue, Clifton, New Jersey 07013

register@curebreastcancerfoundation.org