

PINK IS THE NEW GREEN

CURE BREAST CANCER GOLF CLASSIC

MONDAY, JUNE 16, 2014

MOUNTAIN RIDGE COUNTRY CLUB

WEST CALDWELL, NEW JERSEY

REMARKS BY LARRY NORTON, M.D.



Site of 2014
Mid Amateur Championship



Cure Breast Cancer Foundation

Funding Innovative Research for a Cure

Breast cancer is one of the leading causes of cancer death among women. Most cases of primary disease (in the breast and the lymph nodes under the arm) are cured by modern therapy. But should the cells spread to other parts of the body the disease can be controlled, but rarely cured. We are dedicated to changing this by focusing our efforts on a revolutionary new concept of cancer that offers many possibilities for new methods of diagnosis, treatment, and even prevention.

CBCF supports a dedicated team of physicians and scientists at Memorial Sloan Kettering Cancer Center in New York and New Jersey and their national and international collaborators. All this work is coordinated by Dr. Larry Norton, CBCF's scientific advisor. It is based on the discovery that abnormal cell division is only one of the dangerous characteristic of cancer. Cancer cells also have the capability of moving from one part of the body to another and indeed can circulate back to the place they came from in the first place—called "self-seeding"—and become more aggressive in the process. When cancers are in one place—say the breast area—they can be removed completely or killed by irradiation; but the movement of cells is a bigger problem, one which we are tackling head on by using the most advanced weapons of medical science. For example:

- We are studying the ability of a very particular kind of white blood cell—cytotoxic neutrophils—to kill cancer cells. These neutrophils and the molecules that stimulate them, called chemokines, are present in the blood of women with breast cancer but not in women without cancer. How these cells are stimulated and how their presence contributes to a good prognosis is the basis for ongoing work.
- We are studying the molecular make-up of white blood cells (lymphocyte) that invade breast cancers and cancers of many other organs and can actually stimulate their growth. This discovery will likely enable not only diagnostic tools, but also open entirely new avenues of cancer therapy.
- We are studying how cancers evolve in their primary site (the breast) and in metastatic sites. By tracking the changes in DNA in individual cancer cells from several sites simultaneously in individual patients, CBCF scientists plan to monitor such movement as well as define the molecular mechanisms that make the cancer cancerous. This will open up many opportunities in diagnosis, prognostication (predicting the course of disease), and eventually therapy too.
- We are developing a mathematical understanding of breast cancer metastasis. With great effort to protect the confidentiality of the patients, CBCF scientists are examining these data to map patterns of spread. Results so far confirm the seeding concepts in that the patterns elucidated cannot be explained without incorporating self-seeding.
- We are assessing the relationship between certain molecules derived from cancer cells found in blood—called miRNAs and exosomes—and the geometry of cancerous masses as measured on microscope slides and radiographic images. Cancer seeding has a direct influence on geometry, since more seeding produces more disorganized and denser masses. The goal here is to be able to interpret blood tests along with mammograms and MRIs to better predict who has cancer and who requires therapy.
- We are studying in New York and Israel the relationship between bone metabolism and breast cancer, finding intriguing relationships between the function of bone-forming cells and breast cancer biology. This work relates to both breast cancer and osteoporosis, two common problems in post-menopausal women throughout the world."

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. We are already making a difference and with your help we will progress even faster.

Please join us for the Seventh 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 16, 2014

Mountain Ridge Country Club, West Caldwell, New Jersey

Site of 2012 USGA Senior Amateur Championship

Site of 2014 MGA Mid 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 a Yellow
2014 Chevy Camaro Convertible, Dinner and Awards
**Car Courtesy of Schumacher Chevrolet*
- 8:00 p.m. Remarks by **Larry Norton, M.D.**

Pink Ribbon Sponsors

Lisa & Andrew Abramson
Nicole & Marc Lenner
Jennifer & Michael Mattarazzo
Poppy & Richard Segal
The Pantirer Family
 Lucy Pantirer
 Nancy & Larry Pantirer
 Betty & Howard Schwartz
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The Rubenstein Foundation

Strength Sponsors

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The Bier Family
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Patrick M. Mucci, Jr.
John Schupper

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Heather & David Symons
Lindsay Brooke Weiss

As of April 1, 2014

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



www.curebreastcancerfoundation.org

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



Site of 2014
Mid Amateur Championship



*Name of Golfer _____ *Golf Handicap _____

Company/Firm _____

*Address _____

*City _____ *State _____ *Zip Code _____

*Telephone _____ *E-mail _____

*Name of Golfer _____ *Golf Handicap _____

Company/Firm _____

*Address _____

*City _____ *State _____ *Zip Code _____

*Telephone _____ *E-mail _____

*Name of Golfer _____ *Golf Handicap _____

Company/Firm _____

*Address _____

*City _____ *State _____ *Zip Code _____

*Telephone _____ *E-mail _____

*I will be bringing _____ Dinner Guests

*required information

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under the direction of Larry Norton, M.D.

Monday, June 16, 2014

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 2, 2014

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 A CHANCE TO WIN A 2014 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

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

Monday, June 16, 2014
 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, 2014.
- Final artwork is due by May 28, 2014.
- 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.

** Raffle for a 2014 Yellow Camaro Convertible. Raffle tickets limited to first 500 purchases.



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

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

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

*Telephone _____ *E-mail _____

Use last year's artwork

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:
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Clifton, New Jersey 07013
adjournal@curebreastcancerfoundation.org



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Mid Amateur Championship



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