



FortGreene-ClintonHill

Tuesday, September 24, 2013

## Flywheel Sports To Host Fight Fly Cure To Benefit Cure Breast Cancer Foundation



Two of Flywheel Sports' premier New York metropolitan locations will join with one of the area's leading breast cancer fundraising organizations and host "Fight Fly Cure" to raise money for an outstanding cause.

On **Saturday, September 28th** Flywheel Sports located at **210 East 67th Street in New York City** will conduct a special session of the indoor cycling experience which delivers a high-cardio intensive workout with 100% of the proceeds donated to Cure Breast Cancer Foundation (CBCF), the Clifton, N.J.-based non-profit 501 (c) 3 organization which raises important funds to support breast cancer research efforts under

the direction of Dr. Larry Norton, the Deputy Physician-in-Chief for Breast Cancer Programs and the Medical Director of the Evelyn H. Lauder Breast Center at Memorial Sloan-Kettering Cancer Center.

The exclusive class will begin at 2:00 p.m. with registration starting at 1:30 p.m. The session costs \$100 which includes a tank top for women or t-shirt for men, shoes and water.

"Flywheel is one of the most innovative new workout regimens and we're excited they've agreed to partner with us for this event," says Andrew Abramson, Treasurer and Co-Founder of CBCF. "Teaming up with one of the nation's most notable health and wellness facilities was a perfect fit and an ideal way to spread the word about the groundbreaking breast cancer research of Dr. Norton.

"Not only will attendees receive a great workout, they'll be doing so while contributing to a very worthwhile cause. The willingness of brand name companies such as Flywheel plays a pivotal role in our efforts to raise funds for this cause."

The New York City event will be followed by a special Flywheel class on Saturday, October 12th to benefit CBCF at the Flywheel Sports located at 351 Millburn Ave in Millburn, NJ. The session will begin at 12:00 p.m. with registration starting at 11:30. The cost is \$100.

To register for the events, please visit <http://curebreastcancerfoundation.org/events/all-events/>



T 201.876.3100 ▪ F 201.876.3111 ▪ 1401 Washington Street, Suite 300, Hoboken, New Jersey 07030 ▪ [www.cahncommunications.com](http://www.cahncommunications.com)

CBCF is one of the New York metropolitan area's leading fundraising organizations in the fight against breast cancer and the enhanced website is expected to serve as a valuable tool to intensify and expand its efforts.

Since its inception in December 2007, CBCF has raised in excess of \$4 million through events such as its annual Golf Classic, walk-a-thons, fashion shows 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 and other national and international cancer research facilities to support the research being conducted under the direction of Dr. Norton and his colleagues.

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.

For more information on the CBCF, please call (973) 471-CBCF (2223).

### **Cure Breast Cancer Foundation**

The Cure Breast Cancer Foundation (CBCF) is a Clifton, N.J. – based not-for-profit 501(c) 3 charity devoted to fund research on the growth and spreading of breast cancer cells, also known as the Self-Seeding Theory, at the Memorial Sloan-Kettering Cancer Center in Manhattan and other national and international cancer research facilities under the direction of Dr. Larry Norton, who serves as the Foundation's Scientific Advisor. The founder and president is Carly Abramson. Her father, Andrew Abramson, is Treasurer. For more information, call (973) 471-CBCF (2223), e-mail [info@curebreastcancerfoundation.org](mailto:info@curebreastcancerfoundation.org) or visit [www.curebreastcancerfoundation.org](http://www.curebreastcancerfoundation.org).