



Tuesday, April 8, 2014

Cure Breast Cancer Foundation Hosts First Annual The Gala Pink to Benefit Breast Cancer Research

CLIFTON, N.J. - One of the most anticipated events in the history of the Cure Breast Cancer Foundation (CBCF) recently took place when the non-profit 501 (c) 3 organization hosts its first annual "The Gala Pink" at Three Sixty °, the spectacular rooftop venue with incredible views of New York City in Tribeca.

The first large-scale event ever to be hosted by CBCF's Junior Board, The Gala Pink drew hundreds of supporters, donors and partners of the organization together to celebrate and recognize the year-long fundraising efforts of CBCF with cocktails, a dinner reception and special guest speakers highlighted by Dr. Elizabeth Comen, a noted medical oncologist at Memorial Sloan-Kettering Cancer Center.

The formal evening is a continuation of CBCF's tireless work to raise funds for the self-seeding theory of breast cancer research of Dr. 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, and other national and international research facilities. 100% of the proceeds from the event will be donated to the work of Dr. Norton and his colleagues.

The Gala Pink also featured a live and silent auction with enticing items.

"The key to our success has been the diligence and dedication of our board and committee members and the many donors, volunteers, corporate partners and more who are the foundation of all the events we host throughout the year, from our annual Golf Classic and walk-a-thons to fashion shows and shop for a cure specials," says Andrew Abramson, Treasurer and Co-Founder of the Clifton, N.J.-based CBCF.

"The Gala Pink is the culmination of all their work and recognition of their commitment to this ground breaking breast cancer research. What better way to celebrate their efforts than with a fun night of drinks, food, mingling and the opportunity to bid 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. Dr. Norton's team is dedicated to changing this by focusing our efforts on a



T 201.876.3100 • F 201.876.3111 • 1401 Washington Street, Suite 300, Hoboken, New Jersey 07030 • www.cahncommunications.com

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.

For more information on the CBCF, please call (973) 471-CBCF (2223) or visit <http://www.curebreastcancerfoundation.org>.