

CBCF

Release Date: Immediate
Media Contact: Robert Kelly: rkelly@cahncomm.com
CAHN Communications
(201) 876-3100

**CURE BREAST CANCER FOUNDATION WILL CELEBRATE
4TH ANNUAL “LEASE FOR A CURE” ON A HIGH NOTE**

Cure Breast Cancer Foundation Will Celebrate 4th Annual “Lease For A Cure” On A High Note

CLIFTON, N.J. – Cure Breast Cancer Foundation’s (CBCF) annual Lease For A Cure, the trailblazing fundraising program that invites the real estate industry and beyond to participate in important breast cancer research, will celebrate its 4th anniversary in 2013 on a high note.

The month long-fundraising effort – which has raised more than \$65,000 since its inception in 2010 – is preparing for an exciting October with expanded participation from multi-family property owners, as well as the expected addition of many more community-minded organizations from outside the real estate world.

This year, Lease For A Cure will also add another promising aspect to its effort to raise funds to support the research efforts of Dr. Larry Norton, 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 his colleagues.

Tenants at participating apartment buildings will now have the opportunity to donate individually to the worthwhile cause by having a specified amount added to monthly rent bills or make a one-time donation. Value Companies, Inc., an initial apartment owner and developer to sponsor Lease For A Cure, has agreed to match their tenant donations up to \$2,500.

“We’ve had amazing participation from the real estate industry in our first three years,” says Andrew Abramson, Treasurer and Co-Founder of CBCF, a not-for-profit 501(c) 3 charity. “The kind heartedness and concern from this community has enabled CBCF and Dr. Norton to make tremendous strides towards finding a cure for a disease that has affected so many.”

“We’re excited to expand this program in 2014 and invite companies and vendors outside the real estate industry, as well as individual tenants to participate in this important effort. We fully expect 2013 to be the most successful Lease For A Cure on record.”

Every year Lease For A Cure has resulted in fundraising efforts that annually surpass the previous year. Held during National Breast Cancer Awareness month, participants in Lease For A Cure donate \$20 to the CBCF for every new lease signed and \$10 for every renewal signed at their rental communities throughout October, and vendors participating donate per project.

Notable participants in last year’s effort included Affiliated Management, Archer & Greiner, AvalonBay Communities, BCS Interactive, Bertram Associates, BNE Real Estate Group, Bukiet Management, Goldberg Realty Associates, Hilton Management, JP Management LLC, Kriegman & Smith, Landmark Companies LLC, Landscape Maintenance, Quaker Group, Sterling Properties, Wessex Management LLC, RestoreCore and The Apts. Magazine.

Companies interested in joining Lease For A Cure can visit www.curebreastcancerfoundation.org, email lease@curebreastcancerfoundation.org, or call 973.471.2223 (CBCF) to sign-up and find our more details and information on how programs can be customized.

Since its inception in December 2007, CBCF has raised in excess of \$4 Million through events such as the 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 groundbreaking research being conducted under the direction of Dr. Larry 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.

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. 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 or visit www.curebreastcancerfoundation.org.

#