

CBCF

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**5<sup>TH</sup> ANNUAL SALONS FOR THE CURE WALK-A-THON  
SET FOR OCTOBER 21<sup>ST</sup> AT VERONA PARK IN VERONA, N.J.**

Clifton, N.J. – The 5<sup>th</sup> annual Salons For The Cure Walk-A-Thon will take place on Sunday, October 21<sup>st</sup> at Verona Park in Verona, N.J.

Five of the region’s most prominent Salons will join together to host the yearly event which raises funds for the Cure Breast Cancer Foundation (CBCF), a non-profit 501 (c) 3 organization which supports 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.

The participating Salons include Shag86, Panico Salon & Spa, Bangz Salon & Spa, Avanti Salon and Spa and Bella Salon. The salons will be on hand to provide on-site services including pink hair extensions and chair massages to participants. The Hibachi Heaven food truck will also be on-site. DJ Envy from MTV2, Power 105.1 and Sirius XM will be making a special guest appearance.

Registration for the event will begin at 9 a.m. at the Boathouse at Verona Park with the walk commencing at 10 a.m. For additional information or to register for the Salons For The Cure Walk, please call 973.471.CBCF (2223), email [lauren@curebreastcancerfoundation.org](mailto:lauren@curebreastcancerfoundation.org) or register at the participating Salon of your choice.

“We are extremely grateful to each Salon, DJ Envy, Hibachi Heaven and Red Rope Relations whose hard work makes this event a success every year,” says Leslye Schulman, Executive Director of CBCF. “The support of local businesses such as these is essential to our efforts to help find a cure for breast cancer and shows their commitment to the communities they serve runs deep.”

A suggested minimum donation of \$25 is appreciated for the event, but any donation will be gratefully received. The first 500 participants in the walk-a-thon will receive a CBCF/Salons For a Cure T-Shirt and gift bag. Participants are welcome to bring their dogs.

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.

To take part in this year’s effort, please call (973) 471-CBCF (2223) or email [lauren@curebreastcancerfoundation.org](mailto:lauren@curebreastcancerfoundation.org) for additional information and to register for this year’s program.

*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. Leslye Schulman is Executive Director. 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).

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