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Cure Breast Cancer Foundation Unveils New Interactive Website



CLIFTON, N.J. – [The Cure Breast Cancer Foundation \(CBCF\)](http://www.curebreastcancerfoundation.org) has launched a new and improved website designed to enable the public to easily learn more about its goals and objectives, receive important updates, be notified about upcoming events and better interact with the non-profit 501 (c) 3 organization which raises important funds for breast cancer research.

Those interested in gathering detailed information on the organization and discovering the many ways they could donate or volunteer with CBCF can now visit the user-friendly website at www.curebreastcancerfoundation.org to see how they can help. CBCF's only objective is 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 new website features countless resources, including detailed descriptions of the foundation and Dr. Norton's groundbreaking research, important initiatives made possible by CBCF's efforts, upcoming events and sponsorship opportunities, forms and information to directly donate and volunteer, and much more.

"The website has been designed to engage our audience with a constant flow of fresh ideas and information," says Andrew Abramson, Treasurer and Co-Founder of CBCF. "Whether its updates from Dr. Norton on his ongoing work and notable breakthroughs, notifications about our exciting event calendar or ways to interact through various social media platforms, curebreastcancerfoundation.org will be an all encompassing destination for our treasured donors, sponsors and volunteers to remain energized and keep informed about this important cause."

"It will also play a vital role as we work to spread the word about our organization and significantly increase our presence and strengthen our brand nationally."

The website was designed and launched by BCS Interactive, the Madison, NJ-based digital marketing agency.

CBCF has emerged as 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 or visit www.curebreastcancerfoundation.org.