

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

## **CBCF'S 7<sup>TH</sup> ANNUAL GOLF CLASSIC TO TEE OFF JUNE 16<sup>TH</sup> AT MOUNTAIN RIDGE COUNTRY CLUB**

CLIFTON, N.J. – Mountain Ridge Country Club, site of the USGA 2012 Senior Amateur Championship, the 2014 MGA Mid-Amateur Championship and one of Golf Week's "Top 100 Classic Courses in America," will once again play host for the Cure Breast Cancer Foundation's (CBCF) 7<sup>th</sup> Annual Golf Classic.

The daylong event – which is one of the most successful fundraising efforts sponsored by CBCF throughout the year-- will tee off on Monday, June 16<sup>th</sup> at the West Caldwell, NJ golf course to support the 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.

Reservations are now open for the morning session of The Golf Classic which will begin at 7:00 a.m. with registration and breakfast, followed by a shotgun start at 8:00 a.m. Lunch will be served at the conclusion of the morning round. A \$1 Million Hole-In-One Shootout and raffle drawing for a 2014 Chevy Camaro convertible will also take place. The festivities will conclude with a dinner reception where the Foundation's Scientific Advisor, Dr. Larry Norton, will address guests.

"The 2014 Golf Classic is shaping up to be our most exciting and successful on record," says Andrew Abramson, Treasurer and Co-Founder of CBCF, which is a non-profit 501 (c) 3 organization. "We've already sold out our afternoon session and reservations are filling up

quickly for the morning tee off. We are so grateful to those who continually support CBCF and the Golf Classic. Their generosity is helping us make tremendous strides in the battle against breast cancer.”

Those interested in participating in the 7<sup>th</sup> Annual Golf Classic can call (973) 471-CBCF (2223).

CBCF has raised in excess of \$4.5 million to assist the dedicated team of physicians and scientists at Memorial Sloan-Kettering Cancer Center in New York and New Jersey and their national and international collaborators.

CBCF is directly responsible for and is actively supporting through its fundraising two important research projects – breast cancer and its microenvironment and bone metabolism and breast cancer. All this work is coordinated by Dr. Norton, CBCF’s scientific advisor, who is leading the fight against breast cancer with groundbreaking work that addresses cases when the disease spreads to other parts of the body where it can currently be controlled, but rarely cured.

Since its inception in 2007, CBCF has emerged as a leader in breast cancer awareness by raising funds for the research initiative of Dr. Norton and the theory of Self-Seeding. The Clifton, N.J.-based organization hosts a number of fundraising events and informative seminars throughout the New York metropolitan area and is aggressively expanding its outreach throughout the United States and beyond.

### **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).