

Release Date: Immediate
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CURE BREAST CANCER FOUNDATION RAISES OVER \$500,000 WITH TWO SPRING/SUMMER EVENTS

CLIFTON, N.J., June 28, 2016 – The Cure Breast Cancer Foundation (CBCF), a Clifton, N.J.-based not-for-profit 501(c) 3 charity, has announced a successful start to its 2016 fundraising initiatives.

The organization's keystone event – the 9th annual “Pink is the New Green®” Golf Classic held on June 13th – was one of the most prosperous on record, raising more than \$500,000 to support the groundbreaking 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. Held yearly at the Mountain Ridge Country Club in West Caldwell, N.J., the 2016 golf tournament featured an exciting \$18,000 Winner Take All Chip Off and raffle drawing for a brand new Ford Mustang convertible.

Preceding the Golf Classic, CBCF teamed up with Jena Karp, one of the most popular Flywheel instructors and a breast cancer survivor herself, for a special 45-minute indoor cycling experience to raise important funds and awareness. The “Save The Tatas With Jena” event, which took place at Flywheel Sports-Tribeca in mid-May, and raised \$7,100.

Fully 100% of the net fundraising proceeds received by CBCF during all fundraising efforts are donated towards research projects coordinated by Dr. Norton.

“The success of CBCF could not be achieved without our generous donors and participants and our dedicated business partners, volunteers and community leaders,” says Andrew B. Abramson, Treasurer and Co-Founder of CBCF. “We continue to reach new heights thanks to their efforts and the overwhelming success of these two events demonstrates how our supporters are highly engaged with Dr. Norton’s work and committed to helping to find a cure for breast cancer. The Golf Classic and Flywheel events are a perfect springboard into our full schedule of fall fundraising activities.”

Dr. Larry Norton is leading the fight against breast cancer with trailblazing work, and has discovered that cancer cell mobility and the interactions between the cancer cell and its microscopic environment are the key pathways to understanding and eventually eradicating breast cancer.

CBCF is directly responsible for and is actively supporting Dr. Norton's work through fundraising for two important research projects – breast cancer and its microenvironment and bone metabolism and breast cancer. All this work is coordinated by Dr. Norton and 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. It is based on the discovery that abnormal cell division is only one of the dangerous characteristic of cancer.

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

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 B. Abramson, is Treasurer. For more information, call (973) 471-CBCF (2223), e-mail info@curebreastcancerfoundation.org or visit www.curebreastcancerfoundation.org.

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