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**CBCF TO HOST 10TH ANNUAL GOLF CLASSIC AUGUST 7TH
AT MOUNTAIN RIDGE COUNTRY CLUB IN WEST CALDWELL, N.J.**

CLIFTON, N.J., July 20, 2017 – The Cure Breast Cancer Foundation (CBCF) will host its 10th Annual Golf Classic on *Monday, August 7th* at the Mountain Ridge Country Club in West Caldwell, N.J., site of the USGA 2012 Men’s Senior Amateur Championship, the 2014 MGA Mid-Amateur Championship and has been one of Golf Week’s “Top 100 Classic Courses in America.”

The annual “Pink is the New Green®” event is one of the most popular and successful events sponsored by CBCF having raised millions to assist the efforts of the Foundation’s Scientific Advisor, Dr. Larry Norton. Dr. 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, 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.

Reservations are now open for both the morning and afternoon sessions of The Golf Classic. The morning session will begin at 7:00 a.m. with registration and breakfast, followed by a shotgun start at 8:15 a.m. The afternoon session will begin at 10:30 a.m. with registration and breakfast and a 12:30 p.m. shotgun start. An \$18,000 winner-take-all-chip-off will take place immediately following conclusion of play.

The day concludes with a cocktail reception and awards dinner where Dr. Norton will address guests. A raffle drawing will also be held for a 2017 Ford Mustang convertible, courtesy of Fette Ford. Those interested in participating in the 10th Annual Golf Classic can call (973) 471-CBCF (2223) or email register@curebreastcancerfoundation.org.

“Pink is the New Green was one of our first large-scale fundraising efforts and we’re incredibly proud of its growth in the past decade,” says Andrew Abramson, Treasurer and Co-Founder of CBCF. “Of course, its success would not be possible without the commitment of the many participants, volunteers, corporate sponsors and business leaders who have kindly dedicated resources and time. Their tireless efforts on behalf of CBCF have enabled us to support Dr. Norton’s important research and work towards finding a cure for breast cancer.”

CBCF is a Clifton, N.J.-based 501(c) (3) charity. The organization has raised in excess of \$6.5 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.



Fully 100% of the net fundraising proceeds received by the foundation are donated towards research projects coordinated by Dr. Norton.

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