

Cure Breast Cancer Foundation

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

**CURE BREAST CANCER FOUNDATION'S ANNUAL "LEASE FOR A CURE"  
EMBRACED BY COMMUNITY-MINDED REAL ESTATE COMPANIES**

CLIFTON, N.J. – Lease For A Cure, the trailblazing fundraising program that invites the real estate industry to participate in important breast cancer research, has unquestionably caught the eye of multi-family property owners and related industry vendors looking to make a difference in the communities and fields they serve.

Sponsored by the Cure Breast Cancer Foundation (CBCF), a non-profit 501 (c) 3 organization, the annual month long event has raised significant funds in the past two years to support 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, and his colleagues.

Every year Lease For A Cure has added more and more prominent apartment owners and related industry companies to its list of participants, resulting in fundraising efforts that annually surpass the previous year. In 2010, the initial Lease For A Cure event totaled more than \$25,000 in donations, a number that grew in the 2011 2<sup>nd</sup> Annual program. More than 20 companies participated in the 2011 2<sup>nd</sup> Annual Lease For A Cure campaign.

Held during National Breast Cancer Awareness month, participants in Lease For A Cure donate \$10 to the CBCF for every new lease signed and \$20 for every renewal signed at their rental communities throughout October, and vendors participating donate per project.

“The real estate industry has always been extremely community minded and willing to become involved in important causes,” says CBCF Executive Director Leslye Schulman

“While we believed Lease For A Cure would be embraced by developers and property owners, the growth of the program and number of companies reaching out to participate has far exceeded our most optimistic expectations. Also, we’re excited and optimistic for the early buzz the 3<sup>rd</sup> Annual Lease For A Cure has been generating.”

Notable participants in this year’s effort include Value Companies, Affiliated Management, Archer & Greiner, AvalonBay Communities, BCS Interactive, Bertram Associates, BNE Real Estate Group, Bukiet Management, Goldberg Realty Associates, Hilton Management, JP Management LLC, Kriegman & Smith, Landmark Companies LLC, Landscape Maintenance, Quaker Group, Sterling Properties, Wessex Management LLC, RestoreCore and The Apts. Magazine.

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 [lease@curebreastcancerfoundation.org](mailto:lease@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).

###

