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## **FLYWHEEL INSTRUCTOR AND BREAST CANCER SURVIVOR JENA KARP HOSTING SPECIAL MAY 15<sup>TH</sup> CYCLING CLASS TO SUPPORT CBCF**

*45-Minute “Save The Tatas With Jena” Class To Be Held at  
Flywheel Sports-Tribeca Benefitting the Cure Breast Cancer Foundation*

NEW YORK, April 27, 2016 -- Jena Karp, one of the most popular Flywheel instructors and a breast cancer survivor herself, will host a special 45-minute indoor cycling experience to raise important funds and awareness for a leading breast cancer charity in the New York metropolitan area.

“Save The Tatas With Jena” will take place on Sunday, May 15<sup>th</sup> at Flywheel Sports-Tribeca located at 415 Greenwich Street, NY, NY. 100% of the proceeds from the event will be donated to Cure Breast Cancer Foundation (CBCF), the Clifton, N.J.-based non-profit 501 (c) 3 organization which solely supports 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 initial 1 p.m. session has been completely reserved. Limited seats are still available for the 2 p.m. session with class fees starting from \$40.

“Jena is celebrating her 10<sup>th</sup> year being cancer free and is an inspiration to all those who have been effected by this disease,” says Andrew Abramson, Treasurer and Co-Founder of CBCF. “We couldn’t be happier to partner with such a strong individual who recognizes the importance of breast cancer research. Attendees will be treated to Jena’s trademark fun, energetic, yet demanding cycling class, all the while contributing to a very worthy cause. Teaming up with her is a perfect fit and an ideal way to spread the word about the groundbreaking breast cancer research of Dr. Norton.”

For more information and to register for “Save The Tatas With Jena”, please visit [WWW.SAVETHETATASWITHJENA.SPLASHTHAT.COM](http://WWW.SAVETHETATASWITHJENA.SPLASHTHAT.COM). Additional sponsors for the event include Flywheel, Bandier, Dream Dry, Healthy Ever Acker, Glam Squad, Bloom That, Juice Generation, Best’s and Priv.

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 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).

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