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Your link to the latest news on research, treatment, prevention and education from the state's only National Cancer Institute - designated Comprehensive Cancer Center

CINJ Partners with NJ Department of Health and Senior Services on National Cancer Database

A new partnership between The Cancer Institute of New Jersey (CINJ) and the New Jersey Department of Health and Senior Services (NJDHSS) will create a Center of Excellence for Cancer Surveillance to help track, examine, prevent and control cancer. Through the partnership, the Center of Excellence for Cancer Surveillance will look at cancer incidence across the state with a goal to foster collaborative studies on cancer data. The main component of that Center is the New Jersey State Cancer Registry (NJSCR), which is an NCI-Surveillance, Epidemiology and End Results (SEER) database utilized by researchers nationwide to conduct population-based and other studies pertaining to cancer. The SEER database is considered to be the most authoritative source of information on cancer incidence and survival in the United States. The NJSCR is one of only 18 registries in the country that are part of the SEER program, and has been providing population-based incidence data from New Jersey to the SEER program for more than three decades. The NJSCR is an important source of information for health care providers, public health officials and administrators. Leading the NJSCR as its director is [John J. Graff, PhD, MS](#), who also serves as chief of the Division of Cancer Bioinformatics and Surveillance in the Department of Radiation Oncology at UMDNJ-Robert Wood Johnson Medical School. Dr. Graff joined CINJ this past July. He was formerly the co-principal investigator of the Metropolitan Detroit SEER Registry at the Karmanos Cancer Institute, having worked with the Detroit registry since 1995. In overseeing the NJSCR, Graff will provide investigators with opportunities to study various cancer aspects that are of importance to New Jersey and to cancer research in general in order to increase the understanding of environmental, genetic, socio-cultural, and other influences that affect cancer prevention and control.

Allstate New Jersey Lends a Hand in the Fight Against Cancer Through 'Quotes for a Cure' Program to Benefit CINJ

Looking to surpass the \$5,000 raised last year to support research, treatment, prevention, and education programs at The Cancer Institute of New Jersey, Allstate New Jersey Insurance Company has kicked off its "Quotes for a Cure" program. Allstate's goal this year is to raise \$25,000 for CINJ. Now through December 1, 2010, Allstate New Jersey will donate \$10 to the [CINJ Foundation](#) for every life or auto insurance quote requested (up to \$20 per person and \$25,000 total) through any of Allstate's 240 New Jersey agents (www.allstateagencies.com). More about the program can be found at www.cinjfoundation.org.

It's Pink Ribbon Bagel Time: Panera Bread's Annual Campaign to Benefit CINJ

The return of a delectable signature item to Panera Bread® bakery-café locations during the month of October will help New Jersey's only National Cancer Institute-designated Comprehensive Cancer Center tackle a disease that affects one in eight U.S. women -- breast cancer. To mark National Breast Cancer Awareness Month, participating Panera Bread bakery-café locations once again will offer their Pink Ribbon Bagel. Proceeds from the local sale of this unique treat will benefit [The Cancer Institute of New Jersey \(CINJ\) Foundation](#) for the fourth year in a row. The

Pink Ribbon Bagel features cherry chips and real bits of Bing cherries and cranberries and is shaped in the form of a traditional breast cancer awareness ribbon. For every Pink Ribbon Bagel sold in the 37 Panera Bread locations in northern and central New Jersey, 25 cents will come back to CINJ for breast cancer research and patient education programs. Over the past three years, more than \$20,000 has been raised for CINJ through the effort. New this year, select Panera bakery-café's also will be hosting select "give back" nights at which 20 percent of the proceeds from all items sold between 4:00 and 8:00 p.m. will be donated to CINJ. The events will take place Wednesday, October 6, at the North Brunswick, Raritan and Florham Park locations; and Wednesday, October 13, at the Princeton/West Windsor, Woodbridge, and Paramus Route 4 locations. For additional information on the "give back" nights visit www.cinj.org/panera.





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