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MEDICAL SCHOOL

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Registration Open for Annual “High Speed Chase for the Cure 5K Run/3K Walk”

USATF Certified Event Benefits Research and Patient Care at The Cancer Institute of New Jersey

New Brunswick, N.J., July 15, 2009 – Helping someone struggling with cancer can be as simple as lacing up your running shoes and making a few clicks online. So say organizers of the seventh-annual *High Speed Chase for the Cure 5K Run/3K Walk*, who have just unveiled an improved online registration web page for the event. Proceeds from the September 27th race in Piscataway will benefit The Cancer Institute of New Jersey (CINJ), which is a Center of Excellence of UMDNJ-Robert Wood Johnson Medical School.

High Speed Chase for the Cure was started in 2003 by Rutgers University police officers as a way to honor a colleague who had lost his battle with cancer, and has grown into a community-wide effort. Local businesses join forces with Rutgers University students, law enforcement and those who work at CINJ in an effort to promote awareness about the cancer programs provided through the New Brunswick facility.

The event raises money to support cancer research, treatment and community outreach. Proceeds are also used to assist cancer patients with financial needs they may have during treatment including the purchase of medications; medical supplies and equipment; transportation to and from CINJ on treatment days and other necessities. Since the event’s inception, nearly \$70,000 has been raised to support these needs.

Leanne Kochy, director of special events for the Cancer Institute of New Jersey Foundation, notes they have a goal of raising \$50,000 this year. “The new registration system affords greater ease to sign up and build a team. We are extremely fortunate to have the support of past participants and the community, who continue to be an amazing part of this event,” she said. “Because of their dedication year after year, the race continues to grow, which in turn provides tremendous benefit to our patients and their families. We are truly grateful to all of our supporters and volunteers.”

This year’s run/walk will take place on Sunday, September 27th at the Louis Brown Athletic Center (RAC) on the Rutgers University Livingston Campus in Piscataway. Check-in is from 8:00 to 9:15 a.m. with the race beginning at 9:30 a.m. The entry fee for the public is \$20 by August 25 and \$25 after. USA Track and Field (USATF) members will pay \$18 before September 5th and \$25 after. Students will pay \$10. To register individuals and teams or to make a donation in support of the event, visit www.cinjfoundation.org or call 732-235-8614.

The course is USATF certified and scoring will be computerized with results being posted on www.compuscore.com. Awards will be given to both males and females in various age categories, and overall first, second or third place awards will be given. Special student awards also will be presented. Amenities include t-shirts, refreshments, prizes and entertainment.

The event’s main sponsor is Morgan Stanley Smith Barney, and is held in partnership with the Rutgers University Police Department; Boraie Development LLC and New Millenium Bank, both of New Brunswick; Road Runner Sports of North Brunswick; the Cancer Institute of New Jersey Foundation; the Rutgers Daily Targum; and the Rutgers Interfraternity Council, Panhellenic Association and National Pan-Hellenic Council. Media sponsors include Greater Media stations, Magic 98.3 FM and WCTC 1450 AM.

The CINJ Foundation raises funds to support cancer research, treatment, prevention and education programs at CINJ. Gifts are received from corporations, foundations, individuals, and through special events and planned gifts. To make a tax-deductible gift to New Jersey's only NCI-designated Comprehensive Cancer Center call 732-235-8614 or visit www.cinjfoundation.org.

About The Cancer Institute of New Jersey

The Cancer Institute of New Jersey (www.cinj.org) is the state's first and only National Cancer Institute-designated Comprehensive Cancer Center, and is dedicated to improving the prevention, detection, treatment and care of patients with cancer. CINJ's physician-scientists engage in translational research, transforming their laboratory discoveries into clinical practice, quite literally bringing research to life. The Cancer Institute of New Jersey is a center of excellence of UMDNJ-Robert Wood Johnson Medical School. To support CINJ, please call the Cancer Institute of New Jersey Foundation at 1-888-333-CINJ.

The Cancer Institute of New Jersey Network is comprised of hospitals throughout the state and provides a mechanism to rapidly disseminate important discoveries into the community. Flagship Hospital: Robert Wood Johnson University Hospital. Major Clinical Research Affiliate Hospitals: Carol G. Simon Cancer Center at Morristown Memorial Hospital, Carol G. Simon Cancer Center at Overlook Hospital, and Jersey Shore University Medical Center. Affiliate Hospitals: Bayshore Community Hospital, CentraState Healthcare System, Cooper University Hospital*, JFK Medical Center, Raritan Bay Medical Center, Robert Wood Johnson University Hospital at Hamilton (CINJ at Hamilton), Saint Peter's University Hospital, Somerset Medical Center, Southern Ocean County Hospital, The University Hospital/UMDNJ-New Jersey Medical School*, and University Medical Center at Princeton. *Academic Affiliate

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