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MEDICAL SCHOOL

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100 Miles Equals \$125K for Research at The Cancer Institute of New Jersey *Annual Bike Ride Started by Former Patient Doubles in Participants*

New Brunswick, N.J., October 6, 2008 – Despite a change in date and detour of route prompted by the remnants of Hurricane Hannah last month, participants in the annual *Century for the Cure* bike ride still managed to raise a projected \$125,000 for The Cancer Institute of New Jersey (CINJ). Since its inception in 2005, the one-day ride held in Warren Township, has raised more than \$310,000 with 95 percent of the proceeds going directly to support CINJ research. CINJ is a Center of Excellence of UMDNJ-Robert Wood Johnson Medical School.

CINJ is where ride founder Scott Glickman of Warren Township, was treated for stage four non-Hodgkin's lymphoma more than a decade ago. According to the American Cancer Society, the disease will affect more than 66,000 Americans this year, killing a little more than a third. In New Jersey, some 2,200 new cases will be diagnosed by year's end, with 550 deaths. A cycling enthusiast, Glickman wanted to "give back" to CINJ, thus he devoted his energies to creating and building the event.

The event doubled its participants over last year, which Glickman attributes to people realizing that they can really play a part in the fight against cancer, "Whether it's taking part in the ride, supporting a rider or volunteering at the event, even the smallest of efforts make a tremendous difference. The devotion to *Century for the Cure* is evident year after year, and it is terrific to see it grow."

Monies raised from the ride will be given to the Cancer Institute of New Jersey Foundation to support cutting-edge research at CINJ – work in particular that is being conducted by Roger Strair, MD, PhD, director of CINJ's Hematologic Malignancies Program and professor of medicine at UMDNJ-Robert Wood Johnson Medical School.

"We need continued research in all areas of cancer," stated Dr. Strair, who also participates in the annual ride. "Scott's continued dedication to this effort will help us develop the next generation of prevention and treatment therapies, and we are grateful for his commitment."

The CINJ Foundation raises funds to support cancer research, treatment, prevention and education programs of CINJ. Gifts are received from corporations, foundations, individuals, special events and through 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 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. Partner Hospital: Robert Wood Johnson University Hospital. Affiliate Hospitals: Bayshore Community Hospital, CentraState Healthcare System, Cooper University Hospital*, Jersey Shore University Medical Center, JFK Medical Center, Morristown Memorial Hospital, Overlook Hospital, Raritan Bay Medical Center, Robert Wood Johnson University Hospital at Hamilton (CINJ-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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