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Fourth-Annual Cycling Event Aims to Conquer Cancer

Event Organizers Look to Top \$102K Raised Last Year in this Year's Century for the Cure

New Brunswick, N.J., June 26, 2008 – Cycling enthusiasts are being encouraged to register for the one-day, 100-mile *Century for the Cure* bicycle ride being held in September, proceeds from which will benefit The Cancer Institute of New Jersey (CINJ), which is a Center of Excellence of UMDNJ-Robert Wood Johnson Medical School. CINJ is where the founder of the ride, Scott Glickman of Warren Township, was treated for stage four non-Hodgkin's lymphoma more than a decade ago. 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 in 2008, with 550 deaths.

A cyclist himself, Glickman for years participated in the 200-mile, two-day Pan Mass Challenge Bike Ride and in recent years worked to bring a similar ride closer to home in an effort to give back to the institution that was so instrumental to his recovery – CINJ. The *Century for the Cure* was born, and it is the aim of event organizers this year to top the \$102,000 raised last year by some 60 riders. Since it's inception in 2005, the Ride has raised more than \$185,000, with 97-percent of the proceeds going directly to CINJ.

Registration and donation forms for this year's *Century for the Cure*, which will take place on Saturday, September 6, at Camp Riverbend in Warren Township, can now be downloaded via www.centuryforthecure.com or www.cinjfoundation.org. Volunteers to staff the event also are being sought. This year's ride is sponsored by Capital One Bank, Benefit Sources and Solutions, and Genetech.

Glickman is pleased the event continues to grow: "It is amazing to think that in just a short amount of time, Century for the Cure has been able to not only raise a great amount of money for cancer research, but also an awareness to the critical need for doing so." Monies raised from the ride will be given to the Cancer Institute of New Jersey Foundation to support cutting-edge research at CINJ.

"We need continued research in all areas of cancer," stated Roger Strair, M.D., Ph.D., director of CINJ's Hematologic Malignancies Program and professor of medicine, UMDNJ-Robert Wood Johnson Medical School. "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 Cancer Institute of New Jersey Foundation raises funds to support cancer research, treatment, prevention and education programs at CINJ. Gifts are received from corporations,

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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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