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Quarters for the Cure Campaign to Fight Cancer Wraps with End of School Year
Over \$15K Raised for Research, Patient Care and Programs at The Cancer Institute of New Jersey

New Brunswick, N.J., July 11, 2008 – More than \$15,000 has been given to the Cancer Institute of New Jersey Foundation (CINJF) following the recent “Quarters for the Cure” campaign, which had students throughout the state collect pocket change to support cancer research, patient care, education and community outreach at The Cancer Institute of New Jersey (CINJ). CINJ is a Center of Excellence of UMDNJ-Robert Wood Johnson Medical School.

The effort, which concluded late last month and involved more than 5,000 school age children, featured various fundraising activities to fill their five-gallon water jugs with quarters. This included youngsters paying a quarter to play a game for prizes, a wall of honor, teachers matching coins the students brought in from home, faculty and staff paying to wear jeans on Fridays, bake sales and friendly competitions between classes and grades.

The top fundraiser was Milltown Primary School in Bridgewater, which raised a record setting \$5,100. The Foundation presented the school with a certificate of appreciation to thank the students for their hard work and generosity. Members from CINJF also attended assemblies at Elms Elementary in Jackson and James Monroe in Edison to recognize their efforts.

Nancy Burke, Milltown Primary School nurse and quarters coordinator, noted, "We are thrilled to support CINJ and to know that our efforts will benefit so many families touched by cancer. The kids, teachers and their families did an amazing job."

Michelle Walker, director of annual giving for CINJF, said of all the students, “The enthusiasm and generosity of these students reflects the giving attitude of their teachers, schools, and families. We are so appreciative of their commitment to fighting cancer in New Jersey and helping the thousands of families we care for at CINJ.”

The participating schools are as follows:

▪ Barnegat	Cecil S. Collins Elementary School	\$393.51
▪ Bridgewater	Adamsville School	\$627.14
▪ Bridgewater	Milltown Primary School	\$5,100
▪ East Brunswick	East Brunswick High School	\$500
▪ Edison	James Monroe Elementary	\$2,181.09
▪ Holmdel	Indian Hill School	\$455.37
▪ Iselin	John F. Kennedy Memorial High School	\$350
▪ Jackson	Elms Elementary School	\$3,445.66
▪ Marmora	Upper Township Primary	\$1,079.63
▪ Newark	Lafayette Street School	\$1,221
Total:		\$15,353.40

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The Cancer Institute of New Jersey Foundation raises funds to support cancer research, treatment, prevention and education programs at CINJ. Gifts are received from individuals, organizations, corporations, foundations, 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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