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FOR IMMEDIATE RELEASE

Collecting Quarters for Cancer

*New Jersey School Children Participate in Annual Fundraiser to Support
The Cancer Institute of New Jersey*

New Brunswick, New Jersey, June 30, 2006 – On Fridays, class representatives from the James Monroe School in Edison would rush to count change and record it on a chart posted in the foyer of the school for all to see. Without any tangible rewards, the elementary children remained determined, and in just a matter of weeks, raised almost \$2,000 to support a cause often too difficult to comprehend, even for those children who have family members or friends who are living with cancer.

Created by The Cancer Institute of New Jersey Foundation to support patient care and the research, prevention and education programs at The Cancer Institute of New Jersey (CINJ), *Quarters for the Cure* was held in 51 schools throughout New Jersey including the winning Edison school, James Monroe. To date, this year's campaign has raised more than \$20,000, a sixty-seven percent increase over the 2005 total of \$12,000.

"We are so proud of the children for working so hard to help in the fight against cancer" stated Cynthia Lewis, Assistant Director of Annual Giving at the CINJ Foundation. "This has proven that children can be great philanthropists at any age."

Beginning in January, registered schools were sent letters accompanied by five-gallon water bottles and were challenged to raise as much as possible by hosting creative classroom activities and contests.

"It is a good feeling helping others," stated Jared Pezzello, James Monroe's Student Council President. Alexandra Gonzalez and Logan Martin, fellow Student Council Executive Board members agreed, adding that they appreciate what they have more since being involved with *Quarters for the Cure*.

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On June 8, 2006, the James Monroe School was recognized in an awards ceremony by CINJ, school leaders and local dignitaries. Welcoming remarks by Principal Lynda Zapoticzny and an introduction by Student Council Advisors, Maria Weber and Virginia Pattie, opened the ceremony. Deena Centofanti, RN, MS, AOCN, Oncology Education Specialist at CINJ, gave a presentation to students on common sense ways to help protect themselves from cancer. Mayor Jun H. Choi wrapped up the assembly thanking the children and encouraging them to continue to care and give of themselves generously.

A Sample of the Schools' Creative Contests

At the **Milltown School in Bridgewater**, a *Quarters Challenge Week* put classrooms in competition with one another to see who could raise the most. Students also participated in the *Quarter Water Game*, where quarters were carefully dropped into a filled water jug with the hope of getting it into the cup at the bottom. Winners received a pass for an extra physical education class, and according to teachers, the game was hugely popular bringing in \$525. In total, \$1,750 was raised by the Milltown School.

In Medford, the **Burlington County Institute of Technology** with a student population of 900 raised \$1,212.52 by taking a different route and hosting a Penny Collection. Students were encouraged to fill their jugs with pennies and as few pieces of silver of possible.

In South Jersey, at the **Cecil S. Collins Elementary School in Barnegat**, a theme day was held on February 6 in celebration of the Super Bowl. Students were invited to wear their favorite sports clothing provided they give a 'quarter-back' to '*Quarters for the Cure.*' Proudly, that student body raised \$412.

The students at **Von E. Mauger Middle School in Middlesex** collected spare change during lunch periods on Friday during the month of March. Lead by the student-run volunteer group P.R.I.D.E, \$365 was raised to support CINJ.

Teachers also participated in a big way at the **Summerfield School in Neptune**. In exchange for five dollars and an opportunity to break the staff dress policy, teachers participated in *Wear Jeans for Cancer* days. Summerfield School raised \$998.96.

Top Schools

The following seven schools raised more than \$1,000 during *Quarters for the Cure*:

1. James Monroe School, Edison - \$1,976.48
2. Woodrow Wilson School, New Brunswick - \$1,800
3. Milltown School, Bridgewater - \$1,750
4. Hunterdon County Polytech, Flemington - \$1,688.17
5. Burlington County Institute of Technology, Medford - \$1,212.52
6. Anna L. Klein School, Guttenberg - \$1,100
7. Adamsville School, Bridgewater - \$1,002.73

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To become involved in *Quarters for the Cure*, please call the CINJF at 732/235-8614.

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 732/235-8614.

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 Hospitals: Robert Wood Johnson University Hospital, Atlantic Health System (Morristown Memorial Hospital, Mountainside Hospital, Overlook Hospital). Affiliate Hospitals: Bayshore Community Hospital, CentraState Healthcare System, Cooper University Hospital (CINJ at Cooper),* Jersey Shore University Medical Center, JFK Medical Center, Monmouth Medical Center, 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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