



ROBERT WOOD JOHNSON
MEDICAL SCHOOL

University of Medicine & Dentistry of New Jersey



Contact: Michele Fisher
Media Relations Specialist
732/235-9872
fisherm2@umdnj.edu

Sponsorships and Tickets Available for Twelfth Annual Gala and Benefit Auction

CINJ Former Director and Other CINJ Notables to be Recognized

New Brunswick, N.J., September 27, 2007 – The Cancer Institute of New Jersey Foundation (CINJF) will honor William N. Hait, M.D., Ph.D., former director of The Cancer Institute of New Jersey (CINJ) and senior vice president and worldwide head of hematology/oncology research and development, Johnson & Johnson Pharmaceutical Research and Development and Robert E. Campbell, chairman of the CINJ Director's Advisory Council at the Twelfth Annual Award of Hope Gala and Benefit Auction. In addition, Susan Goodin, PharmD, FCCP, BCOP, director of pharmaceutical sciences at CINJ and associate professor of medicine at UMDNJ-Robert Wood Johnson Medical School, and Eric Rubin, M.D., associate director for clinical science and professor of medicine at UMDNJ-Robert Wood Johnson Medical School, will receive the "Leadership in Patient Care Award" for their dedication to their patients, their research and their community.

This year's event will take place Saturday, October 27, 2007, at the Hyatt Regency in New Brunswick, New Jersey. Sponsorship opportunities and tickets can be obtained by calling CINJF at 732-235-4956.

Since its inception, the Gala has raised nearly seven-million dollars for cancer research, patient care and education programs at CINJ. The New Brunswick facility just celebrated its ten-year anniversary as a Comprehensive Cancer Center as designated by the National Cancer Institute. The designation – which is awarded to institutions for excellence in patient care, research and other criteria -- is a prestigious honor held by only 38 other facilities in the country. CINJ is New Jersey's only such facility.

"The Award of Hope Gala provides a great opportunity to raise awareness about CINJ research, patient care and programs and to recognize those who are making a difference in the fight against cancer," said Leslie Logan Taylor, chair of the CINJF Board of Directors. "It is especially pleasing to be able to honor Dr. Hait and Mr. Campbell as two of the founding fathers of CINJ. Their leadership has helped CINJ become a world-class facility -- internationally known for its research and locally known for its dependability in high-quality patient care. It is also our pleasure to be honoring Drs. Goodin and Rubin as they have served as pillars to this institution and the community since the early days of CINJ. It will certainly be an inspirational evening."

Award of Hope

The Award of Hope was established in 1997 to publicly recognize those who have demonstrated untiring leadership and a deep commitment to serving the cancer needs of the people of New Jersey. By supporting and recognizing the enormous contributions of distinguished corporations and private citizens, it is CINJF's goal to nourish the spirit of advocacy and leadership throughout the state.

- more -

Since its inception, CINJ has strived to become one of the nation's premier cancer treatment centers and has accomplished that mission due to the vision and leadership of both Dr. William Hait and Mr. Robert Campbell for almost 15 years. The accomplishments CINJ has been able to achieve over the years is due to the dedication of both of these men – Dr. Hait with his mission to build an emblematic research-based institution and Mr. Campbell with his focus on making sure CINJ had the philanthropic resources to carry out that mission.

Award for Leadership in Patient Care

The Award for Leadership in Patient Care was established in 2000 to acknowledge the health care professionals whose life and work exemplify the spirit and mission of CINJ.

A founding member of CINJ, Dr. Susan Goodin, serves a vital role in patient care as director of pharmaceutical sciences, as she is in charge of the pharmacy team that provides the medications and educates the patients on the medications they are taking. Goodin also studies investigational drugs via clinical trials and promotes the importance of such study as a way to help researchers unlock the mysteries of cancer. Dr. Eric Rubin also stresses that importance and continually educates patients about the importance of participating in a clinical trial as part of their treatment and the role they can play in the future of cancer care. As director of phase-one investigational therapeutics and director of clinical pharmacology, Rubin is a leader in helping to shape the regulatory oversight of clinical trials and making sure they are carried out with the highest regard to patient care.

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.

The Cancer Institute of New Jersey 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.

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 (Morristown Memorial Hospital and Overlook Hospital). Affiliate Hospitals: Bayshore Community Hospital, CentraState Healthcare System, Cooper University Hospital*, Jersey Shore University Medical Center, JFK 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

###

