



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

Two Wheels Being Sought in the Fight Against Cancer
Registration Begins for Third Annual Century for the Cure Bike Ride

New Brunswick, New Jersey, May 1, 2007 – With warmer weather now here, the founder of an annual bike-a-thon is hoping cycling enthusiasts will be encouraged to take part in a one-day, 100-mile tour this fall to benefit The Cancer Institute of New Jersey (CINJ), the facility at which Warren resident Scott Glickman was treated for stage four non-Hodgkin's lymphoma a decade ago. The disease affects more than 50,000 Americans each year, killing half.

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 Bike Ride* was born, and it is the aim of event organizers this year to bring in \$70,000. Since it's inception in 2005, the Ride has raised more than \$85,000, with 98-percent of the proceeds going directly to CINJ.

Registration and donation forms for this year's *Century for the Cure Bike Ride*, which will take place on Saturday September 8th can now be downloaded via www.centuryforthecure.com. Volunteers to staff the event also are being sought.

Glickman stresses the event is more than just a physical test of endurance: "While crossing the finish line may represent a personal milestone in one's life, it's even more amazing to think of the greater achievement that will be made – that of helping the fight against cancer." Monies raised from the Ride will be used to support cutting-edge research at CINJ to advance treatments and potential cures for cancer.

"New cancer therapies are needed," 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 commitment to the research required to develop these therapies makes us, and our patients, feel extremely proud and thankful."

As in the past two years the Ride will begin and end in Warren's Camp Riverbend. In years one and two, a respective 15 and 32 riders participated. Glickman is hoping for more in an effort to reach the \$70,000 goal. The Ride this year is being sponsored by North Fork Bank and Glaceau Smart Water.

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