



ROBERT WOOD JOHNSON  
MEDICAL SCHOOL

University of Medicine & Dentistry of New Jersey



**Contact:** Michele Fisher  
Media Relations Specialist  
732/235-9872  
[fisherm2@umdnj.edu](mailto:fisherm2@umdnj.edu)

**\*\*\*EDITORS:** Those who would like to take photos on Friday at any of the schools can call Michele Fisher at CINJ to arrange. 732/235-9872.

**East Brunswick Teachers and Staff ‘Go Denim’ to Support Breast Cancer Awareness Month**  
*Breast and Pediatric Programs at The Cancer Institute of New Jersey to Benefit from Dress Down Event*

**New Brunswick, N.J., October 1, 2007** – Traditionally, the color is pink, but shades of blue, black and acid-wash will represent the focus of breast cancer awareness throughout East Brunswick public schools this Friday, as teachers and staff pay a small fee for the privilege of wearing jeans to school. And this year, for the first time, The Cancer Institute of New Jersey (CINJ) will be the recipient of funds raised during the annual “Denim Day” event.

For five-dollars, teachers and staff will be allowed to wear jeans to school, but Trish LaDuca, coordinator of community relations and programs for the East Brunswick School District, notes in the past, many have given more. Last year’s event raised \$4,000 throughout the district’s 11 schools, which boast 1,300 staff members. Monies from this year’s Denim Day will benefit both breast and pediatric programs, research and treatment at CINJ. According to LaDuca, East Brunswick schools have been participating in the event, for at least seven years.

“District staff are happy to donate monies raised through our district-wide denim day to cancer research that is being done right in our own backyard. We have seen how The Cancer Institute of New Jersey directly benefits the families in the East Brunswick community and want to support their efforts to ‘bring research to life,’” said LaDuca.

“The generosity of the East Brunswick teachers is extremely heartfelt, and exemplifies the true meaning of community,” said Paula Hunchar, executive director for the Cancer Institute of New Jersey Foundation. “We are truly grateful for their choice to support cancer programs locally this year.”

The CINJ 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](http://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.

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

###