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East Brunswick Teachers Don Denim and Raise \$4K During 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., November 2, 2007 – East Brunswick teachers and staff broke their own record and raised \$4,318 during the annual district-wide “Denim Day” dress down event, in which they paid five-dollars, or more last month for the privilege of wearing jeans on a Friday. And this year, for the first time, The Cancer Institute of New Jersey (CINJ) will benefit from the funds raised.

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. Trish LaDuca, coordinator of community relations and programs for the East Brunswick School District, notes they have been participating in the event, for at least seven years.

“District staff members were 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.

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

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