

FOR IMMEDIATE RELEASE

Contact: Jennifer Ryan
Office of Communications
732/235-9891
ryanje@umdnj.edu

Women Leaders in New Jersey Join Forces to Battle Cancer

*CINJ Leadership Council Works to Increase Enrollment of
Underserved Populations in Cancer Clinical Trials*

New Brunswick, N.J., September 14, 2004 – The Cancer Institute of New Jersey (CINJ) today announced the formation of The CINJ Leadership Council, a group of prominent New Jersey women who have come together to help increase participation of underserved populations in cancer clinical trials by 25% by the end of 2006.

The CINJ Leadership Council is comprised of women leaders in New Jersey who have come together for the common purpose of increasing support and awareness of CINJ programs and facilities in order to provide the most advanced cancer services possible for the people of New Jersey and beyond.

The Leadership Council was formed by a group of dedicated women who felt strongly about CINJ's mission to eradicate cancer. Their initial objective to increase participation of underserved populations in treatment and prevention trials by 25% before the end of 2006, is a measurable initiative that can have an impact on how cancer is treated in our communities.

“Through the Leadership Council, we have assembled a group of highly accomplished women from industry, government, advocacy and philanthropy to contribute to the battle against cancer,” said Carol Webb, Co-Chair of CINJ's Leadership Council and former J&J executive. “Although our backgrounds are diverse and our task challenging, our commitment to fighting cancer is our common bond.”

To meet their goals, the Leadership Council will begin to pilot their efforts within a ten-mile radius of The Cancer Institute of New Jersey. Such efforts include: advancing the public's understanding of treatment and prevention trials; increasing the media's understanding of the benefits of participating in cancer treatment and prevention trials; promoting the understanding and use of New Jersey Cancer Trial Connect; identifying individuals and community groups willing to collaborate with the Leadership Council in reaching its objectives and identifying partnerships throughout the state, including the CINJ Oncology Group that will foster the attainment of the objective.

“The key to implementing our plan is to build relationships with healthcare professionals and community and faith-based organizations,” said Val Skinner, Co-Chair of CINJ’s Leadership Council and LPGA professional. “I am excited to begin building the foundation that will ultimately lead to better cancer care for New Jerseyans.”

For more information about the CINJ Leadership Council, please contact Paula Hunchar at 732/235-9709.

The Cancer Institute of New Jersey is the state’s first and only National Cancer Institute-designated Comprehensive Cancer Center. CINJ 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. CINJ’s Providers' Network is comprised of twenty Partner and Affiliate institutions throughout the state and provides a mechanism to rapidly disseminate important, valid discoveries into the community. The Cancer Institute of New Jersey is part of UMDNJ-Robert Wood Johnson Medical School.

###