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FOR IMMEDIATE RELEASE

A Great Day to Celebrate Life!
National Cancer Survivors Day Celebration Reminds Us, 'Eat for Good Health'

New Brunswick, New Jersey, June 20, 2006 – For many of us, June signifies the start of summer, the end of a school year and longer, brighter days. For cancer survivors throughout the world and for The Cancer Institute of New Jersey (CINJ), June brings with it hope, as National Cancer Survivors Day (NCSD), the world's largest cancer survivorship event is celebrated.

On Saturday, June 10, more than 150 guests gathered for CINJ's eleventh annual *Celebration of Life* at *SoHo on George*, one of Central New Jersey's most popular eateries. With cameras all around, lights flashing and props set, the New York-style eatery was transformed into a set and stage and guests became part of the first Survivors' day cooking show. Mirrored after some of today's most popular cable television programs, the celebration invited the cancer survivors and their guests into the kitchen where they would be delighted by the flavors, aromas and freshness of the foods selected.

SoHo on George's Executive Chef, Kenneth Hoerle, a graduate of The Culinary Institute of America, took main stage and entertained audience members with his quick preparation skills. As he chopped, stirred and mixed the ingredients, Hoerle explained the best ways to prepare foods to maintain full flavor, in addition to offering helpful hits about 'plating' - the term given to how a chef arranges food on a plate. Following his demonstration, servers quickly moved the freshly prepared dishes from the kitchen and in a matter of minutes, guests were enjoying grilled jumbo shrimp with a summer vegetable salad and Gazpacho vinaigrette and pan roasted French chicken breast with sweet corn succotash and crispy Couscous sticks. For dessert, ripened blackberries accompanied fresh cut peaches on a crispy tart, served with refreshing vanilla bean yogurt ice cream. The four-course meal was created to expand the imagination of the guests, and to show how easy it is to incorporate healthy, fresh items into everyday meal preparation.

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“Careful attention was paid when the menu was being selected so that foods high in vitamins and nutrients were being used,” stated Niyati Parekh, RD, PhD, nutritional epidemiologist at CINJ. “We wanted to illustrate how simple it is to use fresh fruits, vegetables, poultry and seafood into delicious meals that may look and sound fancy.”

In between courses while the kitchen was being prepped for the next course, Dr. Parekh circled the restaurant with a microphone answering questions about the importance of certain foods, food storage and food preparation methods.

“People living with a cancer diagnosis, or those who are in remission, usually require dietary guidance, so we recommend they talk with their doctors and dietitians to obtain nutritional information tailored to fit their needs,” said Dr. Parekh.

After dessert was served, guests met and mingled with others in the audience. Outside, cancer survivors gathered for a group photo.

“Your celebration of life has special meaning for me and for the many dedicated physicians, researchers, nurses and staff at CINJ,” stated William N. Hait, MD, PhD, Director, CINJ and Associate Dean for Oncology Programs and Professor of Medicine and Pharmacology, UMDNJ-Robert Wood Johnson Medical School. “I applaud each and every one of you for your spirit and courage that provides a daily reminder that our quest for discovery must always remain focused on the patient...you are the reason that all of us continue to strive to achieve our goal so that someday we may see the elimination of pain and suffering caused by cancer.”

Held in more than 700 communities throughout the United States, Canada and other participating countries, the NCSF Foundation proudly celebrated its 19th year in 2006. Created by Richard and Annette Bloch, NCSF is a day where we pause to honor all the people around the world who are living with a history of cancer – including America’s 10 million cancer survivors. It is also a day to acknowledge their families, friends and healthcare providers.

The NCSF Foundation had defined a survivor as anyone living with a history of cancer—from the moment of diagnosis through the remainder of life. NCSF affords each community an opportunity to demonstrate that it has an active, productive cancer survivor population.

To learn more about NCSF or CINJ’s *Celebration of Life*, please call 732/235-9872.

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.

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

Editor's Note: Photos from this event are available. Please call 732/235-9872.

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