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Play to Win: New Jersey Pride and CINJ Come Together to Battle Breast Cancer
State's Only Men's Professional Lacrosse Team Pairs With State's Only National Cancer Institute-Designated Comprehensive Cancer Center

Clifton, New Jersey, June 21, 2006 – The New Jersey Pride, the Garden State's only professional lacrosse team, announced today that it will pair with The Cancer Institute of New Jersey (CINJ) for the team's August 5 game to promote breast cancer awareness. The partnership is in conjunction with the Pride's celebration of women's lacrosse, and \$5 from every ticket sold for that game will be donated back to CINJ to provide support for research, education and support programs.

"We feel very honored to partner with The Cancer Institute of New Jersey for such a worthy cause," said Pride General Manager Trey Reeder. "The donation of \$5 a ticket is the least that our team can do to give back to an institution that has done so much for the New Jersey community. As an organization, we know that it is our fan base who make us a successful organization, and partnering with another organization whose sole purpose is to ensure the health of that same population is an absolute no-brainer."

In addition to the monetary donation made by the Pride directly to CINJ in the form of ticket sales, the team will also hold a charity auction on Pride merchandise, the proceeds from which will also be donated CINJ. Items involved in the auction include authentic Pride jerseys and helmets along with several other items donated by the Pride.

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“We hope this auction will be just another way that we can help the Institute,” Reeder said. “The items that will be up for bid are things that we hope will generate a good deal of revenue, and it’s our belief that our fans will support this cause with open hearts and open pocketbooks.”

Established in 1991, The Cancer Institute of New Jersey is one of 39 National Cancer Institute-designated Comprehensive Cancer Centers and the only one in New Jersey. Starting from a patient base of zero in 1993, CINJ physicians cared for more than 72,000 patient visits and 6,000 new patients in 2005. CINJ delivers advanced comprehensive care, conducts world-class cancer research, transforms laboratory discoveries into clinical practice and provides education regarding cancer prevention, detection and treatment. CINJ also offers the latest clinical trials and experimental therapies.

“We understand that there is no better place in the state of New Jersey and perhaps in the country that provides better care to those with cancer than this establishment,” said Reeder. “It is our hope to help them in any way we can.”

“As New Jersey’s only National Cancer Institute-designated Comprehensive Cancer Center, we are proud to team with New Jersey’s only professional lacrosse team in an effort to raise awareness for breast cancer,” said William N. Hait, M.D., Ph.D., Director of CINJ and Associate Dean of Oncology Programs and Professor of Medicine and Pharmacology, UMDNJ-Robert Wood Johnson Medical School.

The Pride’s game that day against the Long Island Lizards begins at 7:30 p.m. at Yurcak Field on the campus of Rutgers University, and will be televised nationally on ESPN2 on August 8 at 3:00 p.m. As a part of the team’s celebration of women’s lacrosse, a free pre-game clinic will be conducted by former Women’s Team USA players for the youth players of New Jersey. Also, at halftime, the Rockaway-Denville Lady Renegades will face off against the Livingston Lady Lancers.

To purchase tickets for the game visit the New Jersey Pride website at www.newjerseypride.com or call 973/614-1792.

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About Major League Lacrosse

Major League Lacrosse, a ten-team professional outdoor lacrosse league, was founded in 1999 by fitness entrepreneur Jake Steinfeld, CEO of Body by Jake Global L.L.C., and founding partners Dave Morrow, a former champion lacrosse player and now CEO of Warrior Lacrosse, a leading global provider of innovative and high performance lacrosse equipment; and Timothy B. Robertson, former CEO of The Family Channel and the current chairman of Bay Shore Enterprises, L.L.C., an investment holding company with activities in international media and Internet technology ventures. The MLL commenced play in June of 2001. The MLL is comprised of two conferences. The Eastern Conference contains the original six teams, Baltimore, Boston, Long Island, New Jersey, Philadelphia and Rochester. The Western Conference debuts in the 2006 season with MLL expansion franchises Chicago, Denver, Los Angeles and San Francisco. Additional league information can be found at www.majorleaguelacrosse.com.

About The Cancer Institute of New Jersey

The Cancer Institute of New Jersey is New Jersey'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 732/235-8614.

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*

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