

PINK IS THE NEW GREEN

CURE BREAST CANCER GOLF CLASSIC

MONDAY, JUNE 22, 2015

MOUNTAIN RIDGE COUNTRY CLUB

WEST CALDWELL, NEW JERSEY

REMARKS BY LARRY NORTON, M.D.



Site of 2014
Mid Amateur Championship



The Cure Breast Cancer Foundation

Innovative Research Toward a Cure

Breast cancer is one of the leading causes of cancer death in women throughout the world. When the disease is localized in the breast and the lymph nodes under the arm most cases are now cured in countries that apply modern methods of screening, diagnosis and therapy. But should the cells spread to other parts of the body the disease can be controlled, but rarely cured.

The CBCF is dedicated to changing this dire prognosis. We focus our efforts on a revolutionary new concept of cancer.

A dedicated team of physicians and scientists at Memorial Sloan Kettering Cancer Center in New York and New Jersey and their national and international collaborators, coordinated by Dr. Larry Norton, CBCF's Chief Scientific Advisor, have discovered that cancer cell mobility and the interactions between the cancer cell and its microscopic environment are key pathways to understanding and eventually eradicating breast cancer.

Cancer cells, in addition to their ability to divide and form masses, have the capability of moving from one part of the body to other parts, called metastasis. Indeed, cells can circulate back to the place they came from in the first place—called self-seeding—and become more aggressive in the process. When cancers are in one place—say the breast area— they can be removed completely or killed by irradiation; but the movement of cells is a bigger problem, one which we are tackling head on by using the most advanced weapons of medical science. For example:

- We have found that a particular kind of white blood cell—cytotoxic neutrophils—are able to kill cancer cells. These neutrophils and the molecules that stimulate them, called chemokines, are present in the blood of women with breast cancer but not in women without cancer. We are studying how the presence of such cells can help us determine the prognosis of individual patients. This work also allows for the possibility that we can stimulate the production of such cells in individuals so as to improve their prognosis.
- We have made a major discovery—just published and just accepted for presentation at the Annual Meeting of The American Society of Clinical Oncology, the biggest meeting of cancer doctors and scientists in the world—that the white blood cells found in breast cancers may not be normal (as previously assumed) but may have mutations known to be associated with malignancy. This is a finding of huge potential implications.
- We have made great progress in studying how cancers evolve in their primary site (the breast) and in metastatic sites. By tracking the changes in DNA in individual cancer cells from several sites simultaneously in individual patients, CBCF scientists plan to monitor such movement as well as define the molecular mechanisms that make the cancer cancerous.
- We continue to improve our understanding of cancer in a mathematical sense. With great effort to protect the confidentiality of the patients, CBCF scientists have mapped patterns of spread. We are now able to classify organs of the body as “sponges” that collect metastases and “spreaders” that allow cancer cells to travel from them to other sites in the body. In conjunction with our work on DNA biology this will enable us to understand—and eventually control—the metastatic behavior of cancers.
- We continue to assess the relationships between certain molecules derived from cancer cells found in blood—called miRNAs and exosomes and the geometry of cancerous masses as measured on microscope slides and radiographic images. Cancer seeding has a direct influence on geometry, since more seeding produces more disorganized and denser masses. We have made progress toward our goal to be able to interpret blood tests along with mammograms and MRIs to better predict who has cancer and who requires therapy.
- We are conducting an international study—based in the USA and in Israel--about the relationship between bone metabolism and breast cancer. A paper describing the relationships between the function of bone-forming cells and breast cancer biology is soon to be published. This work relates to both breast cancer and osteoporosis, two common problems in post-menopausal women throughout the world.
- We are convening an international group of world-leaders in breast cancer hereditary genetics to discuss whether certain populations particularly those of Ashkenazi Jewish ancestry—should have testing for mutations in BRCA1 and BRCA2 regardless of their own family histories. This is a major topic with obvious implications beyond the strictly medical.

It is clear that donations to CBCF are used to fund innovative research that could significantly change the management of breast cancer in the near future. Generosity is rewarded by results. We thank all of our supporters and promise them our total dedication to achieving a world free of breast cancer.

Please join us for the Eighth Annual
CURE BREAST CANCER GOLF CLASSIC
to support research of the Self-Seeding Theory of Breast Cancer
under the direction of Larry Norton, M.D.

Monday, June 22, 2015

Mountain Ridge Country Club, West Caldwell, New Jersey

Site of 2012 USGA Senior Amateur Championship

Site of 2014 MGA Mid Amateur Championship

Schedule of Events

- | | |
|------------|--|
| 10:30 a.m. | Registration and Brunch |
| 12:30 p.m. | Shotgun Start |
| | \$1,000,000 Hole-in-One Shootout
immediately following conclusion of play |
| 6:30 p.m. | Cocktail Reception, Hors d'Oeuvres, Drawing for a Red
2015 Ford Mustang Convertible*, Dinner and Awards
<i>*Car Courtesy of Fette Ford</i> |
| 8:00 p.m. | Remarks by Larry Norton, M.D. |

Pink Ribbon Sponsors

Lisa & Andrew Abramson
Nicole & Marc Lenner
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Poppy & Richard Segal
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Lucy Pantirer
Nancy & Larry Pantirer
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Golf Chairs

Patrick M. Mucci, Jr.
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Len Siter
Heather & David Symons
As of April 1, 2015

Carly A. Abramson, Founder & President
Dr. Larry Norton, Scientific Advisor



www.curebreastcancerfoundation.org

*required information

*Name of Golfer	*Golf Handicap	Company/Firm	*Address	*City	*State	*Zip Code	*E-mail	*Telephone
*Name of Golfer	*Golf Handicap	Company/Firm	*Address	*City	*State	*Zip Code	*E-mail	*Telephone
*Name of Golfer	*Golf Handicap	Company/Firm	*Address	*City	*State	*Zip Code	*E-mail	*Telephone

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Mountain Ridge Country Club, West Caldwell, New Jersey

- | | |
|---|--|
| <input type="checkbox"/> Pink Ribbon Sponsor @ \$26,000
2 Foursomes for Golf
8 Guests at Reception
2 Participants in \$1,000,000
Hole-in-One Shootout
Pink Page in Ad Journal
8 Raffle Tickets | <input type="checkbox"/> Courage Sponsor @ \$10,500
1 Foursome for Golf
4 Guests at Reception
Courage Page in Ad Journal
4 Raffle Tickets |
| <input type="checkbox"/> Strength Sponsor @ \$18,000
2 Foursomes for Golf
8 Guests at Reception
1 Participant in \$1,000,000
Hole-in-One Shootout
Strength Page in Ad Journal
8 Raffle Tickets | <input type="checkbox"/> Golf Foursome @ \$6,400
4 Golfers and Guests at Reception
Full Page in Ad Journal
4 Raffle Tickets |
| | <input type="checkbox"/> Golfer @ \$1,600 each
Individual Golfer and Guest at
Reception
1 Raffle Ticket |

*Name _____ *Golf Handicap _____
(as you wish to appear in the program/ad journal)

Company/Firm _____

*Address _____

*City _____ *State _____ *Zip Code _____

*Telephone _____ *E-mail _____

- ☐ Enclosed is a check in the amount of \$ _____
Please make your check payable to *Cure Breast Cancer Foundation, Inc.*

- ☐ I am unable to attend but would like to make a fully tax-deductible contribution to the Cure Breast Cancer Foundation, Inc.

- ☐ Please charge my credit card for \$ _____

☐ American Express ☐ MasterCard ☐ Visa

*Card No. _____ *Exp. Date _____

*Security Code _____ *Signature _____

**required information*

Please respond by June 5, 2015

First come, first served. Golf limited to 112 players. Dinner limited to 300 guests including golfers.
All but \$600 of the ticket price per golfer is tax-deductible.

Please help us find a cure by advertising at the Eighth Annual
CURE BREAST CANCER GOLF CLASSIC
to support research of the Self-Seeding Theory of Breast Cancer

Monday, June 22, 2015
Mountain Ridge Country Club, West Caldwell, New Jersey

Ad Type		Ad Size	Price
Pink Ribbon Sponsor	- Full Page Ad, 8 Golfers, 8 Dinner Guests*, 2 Shootout Participants*, 8 Raffle Tickets**	8" x 4.5"	\$26,000
Strength Sponsor	- Full Page Ad, 8 Golfers, 8 Dinner Guests*, 1 Shootout Participant*, 8 Raffle Tickets**	8" x 4.5"	\$18,000
Courage Sponsor	- Full Page Ad, 4 Golfers, 4 Dinner Guests*, 4 Raffle Tickets**	8" x 4.5"	\$10,500
Life Page	- Full Page Ad and 2 Dinner Guests*	8" x 4.5"	\$7,750
Belief Page	- Full Page Ad and 2 Dinner Guests*	8" x 4.5"	\$5,000
Hope Page	- Full Page Ad and 2 Dinner Guests*	8" x 4.5"	\$2,500
Full Page	- Full Page Ad and 1 Dinner Guest*	8" x 4.5"	\$1,000
Half Page		4" x 4.5"	\$500
Quarter Page		4" x 2.25"	\$250
Listing		n/a	\$100

Deadlines

- Reservations are due by May 22, 2015.
- Final artwork is due by May 29, 2015.
- Payment is due before artwork is submitted.

DISCLAIMER:
Dinner limited to 300
guests including golfers.

* Sponsors, Golfers and
their Guests have priority for dinner.

** Raffle for a 2015
Red Ford Mustang Convertible.
Raffle tickets limited to first 500 purchases.

Mechanical Requirements

- Ads must be submitted in JPG format.
- All artwork must be in RGB color mode.
- Submit ads by email to adjournal@curebreastcancerfoundation.org

Contact Information

t. 973.471.CBCF (2223)
f. 973.473.4920



Cure Breast Cancer Foundation, Inc.
1122 Clifton Avenue
Clifton, New Jersey 07013

PINK IS THE NEW GREEN



CBCF GOLF CLASSIC ADVERTISING FORM

☐ Pink Ribbon Sponsor: \$26,000 ☐ Strength Sponsor: \$18,000 ☐ Courage Sponsor: \$10,500 ☐ Life Page: \$7,750 ☐ Belief Page: \$5,000
☐ Hope Page: \$2,500 ☐ Full Page: \$1,000 ☐ Half Page: \$500 ☐ Quarter Page: \$250 ☐ Listing: \$100

*Name _____ Company/Firm _____
(as you wish to appear in the program/ad journal)

*Address _____ *City _____ *State _____ *Zip Code _____

*Telephone _____ *E-mail _____

☐ Use last year's artwork

Enclosed is a check in the amount of \$ _____
Please make your check payable to *Cure Breast Cancer Foundation, Inc.*

Please charge my credit card for \$ _____

☐ American Express ☐ MasterCard ☐ Visa

*Card No. _____ *Exp. Date _____

*Security Code _____ *Signature _____

*required information

Please mail or email this completed form to:
Cure Breast Cancer Foundation, Inc.
1122 Clifton Avenue
Clifton, New Jersey 07013
adjournal@curebreastcancerfoundation.org



Site of 2014
Mid Amateur Championship



www.curebreastcancerfoundation.org

ARRIVE IN STYLE

ENTER FOR A CHANCE TO WIN A 2015 FORD MUSTANG CONVERTIBLE



Car Courtesy of Fette Ford

As a special thank you from the Foundation, each golfer will receive one raffle ticket in their name.

Raffle tickets are \$100 and limited to 500 tickets.

*Name _____

*Address _____

*City _____ *State _____ *Zip Code _____

*Telephone _____ *E-mail _____

*Raffle Ticket Quantity _____

Enclosed is a check in the amount of \$ _____

Please make your check payable to *Cure Breast Cancer Foundation, Inc.*

Please charge my credit card for \$ _____

☐ American Express ☐ MasterCard ☐ Visa

*Card No. _____ *Exp. Date _____

*Security Code _____ *Signature _____

*required information

CURE BREAST CANCER FOUNDATION



www.curebreastcancerfoundation.org

Please mail or email this completed form to:

Cure Breast Cancer Foundation, Inc.

1122 Clifton Avenue, Clifton, New Jersey 07013

register@curebreastcancerfoundation.org