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CURE BREAST CANCER FOUNDATION'S ANNUAL "LEASE FOR A CURE" EMBRACED BY COMMUNITY-MINDED REAL ESTATE COMPANIES

Lease For A Cure, the trailblazing fundraising program that invites the real estate industry to participate in important breast cancer research, has unquestionably caught the eye of multi-family property owners and related industry vendors looking to make a difference in the communities and fields they serve.

Sponsored by the Cure Breast Cancer Foundation (CBCF), a non-profit 501 (c) 3 organization, the annual month long event has raised significant funds in the past two years to support the research efforts of Dr. Larry Norton, Deputy Physician-in-Chief for Breast Cancer Programs and the Medical Director of the Evelyn H. Lauder Breast Center at Memorial Sloan-Kettering Cancer Center, and his colleagues.

Every year Lease For A Cure has added more and more prominent apartment owners and related industry companies to its list of participants, resulting in fundraising efforts that annually surpass the previous year. In 2010, the initial Lease For A Cure event totaled more than \$25,000 in donations, a number that grew in the 2011 2nd Annual program. More than 20 companies participated in the 2011 2nd Annual Lease For A Cure campaign.

Held during National Breast Cancer Awareness month, participants in Lease For A Cure donate \$20 to the CBCF for every new lease signed and \$10 for every renewal signed at their rental communities throughout October, and vendors participating donate per project.

“The real estate industry has always been extremely community minded and willing to become involved in important causes,” says CBCF Treasurer & Co-Founder, Andrew Abramson

“While we believed Lease For A Cure would be embraced by developers and property owners, the growth of the program and number of companies reaching out to participate has far exceeded our most optimistic expectations.”

Notable participants in this year's 3rd Annual effort include Value Companies, Affiliated Management, Archer & Greiner, AvalonBay Communities, BCS Interactive, Bertram Associates, BNE Real Estate Group, Bukiet Management, Goldberg Realty Associates, Hilton Management, JP Management LLC, Kriegman & Smith, Landmark Companies LLC, Landscape Maintenance, Quaker Group, Sterling Properties, Wessex Management LLC, RestoreCore and The APTS Magazine.

Since its inception in December 2007, CBCF has raised in excess of \$4 Million through events such as its annual Golf Classic, walk-a-thons, fashion shows and other fundraising activities. Fully 100% of its net fundraising proceeds received by the foundation are donated to the Memorial Sloan-Kettering Cancer Center in Manhattan and other national and international cancer research facilities to support the groundbreaking research being conducted under the direction of Dr. Larry Norton and his colleagues.

Dr. Norton's research focuses on the theory of breast cancer “self seeding”: the ability of breast cancer cells to move and start new cancers growing, not only in distant organs like the bones and liver (called metastases), but in the breast itself. This behavior is referred to as “self seeding” as it recalls the way weeds take over a garden: not by the growth of each individual weed plant, but by the seeding of new weed plants that grow in a confluent fashion. By this concept, breast cancer is not one mass, but rather a collection of contiguous smaller masses.

This method of growth is indeed true in certain experimental models and research is ongoing to prove that it happens in people as well. It explains many aspects of cancer: rapid growth, disorganization, formation of new blood vessels, need to irradiate a breast after lumpectomy for cancer and the association of all of the above with distant metastases. If correct, it will provide new targets for the development of drugs to treat and prevent cancer.



Since “seeding” is an abnormal process—as opposed to the normal process of mitosis—such drugs may not only be more effective, but less toxic as well. Hence, the concept of self-seeding is not only interesting from the point of view of biology, but possibly very important in the design of better approaches to cancer management and prevention, as well as in finding a cure.

The genesis of CBCF can be traced to Carly Abramson of New Jersey after her mother was diagnosed with breast cancer. Carly, who was 12 years old at the time, made her mother a beaded key ring as a comfort gift. Fueled by love for her mother and undaunted by the challenges, Carly, decided to sell the key rings in the name of breast cancer research through BCA Creations, an organization she founded. By the end of 2007, as a result of the key rings, Carly donated more than \$10,000 to Dr. Larry Norton and colleagues at the Memorial Sloan-Kettering Cancer Center in New York.

Her success convinced her father, Andrew Abramson, that anything that can be done to advance the progress being made in cancer research should be a priority and that funds for research were a critical factor in furthering this work. Andrew was determined to create a foundation through which these funds could be channel. As a result, in December 2007, Carly founded CBCF with help from Andrew, President and Chief Executive Office of Value Companies, Inc., a real estate development, investment, and management company based in Clifton, New Jersey.

This community-minded approach of Andrew Abramson and Value Companies has been a key ingredient to the company’s rise to one of America’s premier real estate development, management and investment firms. Celebrating its 60th year anniversary in 2012, the firm boasts a portfolio of over 3,000 apartments in New Jersey, New York and Pennsylvania – all of which the company still manages. What’s more, the company is in the midst of \$50 million in new apartment developments in strategic locations throughout the New Jersey and New York region.

With a steadfast commitment to community and an expertise in multifamily housing and its ability to introduce new housing products that address consumer and community needs, Value Companies is poised for extensive development success, growth and expansion in the years ahead. A perfect gateway into its milestone 60 year anniversary, in 2011 Value Companies, Inc. was crowned with the prestigious “Management Company of the Year Award” by the New Jersey Apartment Association.