

Thursday, July 25, 2013



**6th Annual Salons  
For The Cure Walk-  
A-Thon To Be Held  
At Verona Park In  
Verona, N.J. On  
September 29th**

***Salon Sponsors Called On to Help Raise Funds for Cure Breast Cancer Foundation***

Clifton, N.J. – Calling all salons! The **6th annual Salons For The Cure Walk-A-Thon** will take place on Sunday, Sept. 29th at Verona Park in Verona, NJ. Salon sponsorship will once again be critical to the success of this event and all salons are invited to participate.

As in years past, the 2013 event will raise funds for the [Cure Breast Cancer Foundation \(CBCF\)](http://www.curebreastcancerfoundation.org), a non-profit 501 (c) 3 organization that supports 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. All net proceeds raised will be used for breast cancer research under Dr. Norton's direction at Memorial Sloan-Kettering and other national and international research facilities.

Six salons – Allure Day Spa, Avanti Day Resort, Bangz Salon & Wellness Spa, Depasquale, Panico Salon & Spa, and Shag86 – have already committed to this year's walk, but more are needed. The salon participation fee is \$300. To sign up as a participating sponsor, or to request more information, please contact [salons@curebreastcancerfoundation.org](mailto:salons@curebreastcancerfoundation.org).

"We are looking forward to hosting our most successful event ever this year," said Andrew Abramson, Treasurer and Co-Founder of CBCF. "The Salons For the Cure Walk-A-Thon always enjoys such tremendous support from salons and other local businesses in New Jersey and so far, this year has been no exception. It's encouraging to see so many different people from all different walks of life all united in their genuine desire to help support efforts to find a cure for breast cancer."

Salon sponsors must pre-register for the event. Individual participants in the Walk-A-Thon will be able to register at participating salons, on the CBCF website or between 9 and 10 a.m. on the day of the event. More details on individual registration will be made available in the near future.

A suggested minimum donation of \$25 is appreciated for the event, but any donation will be gratefully received. Food vendors will be on hand and entertainment will be provided. Participants are welcome to bring their dogs.

Since its inception in December 2007, CBCF has raised in excess of \$4 Million through events such as the 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. 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.

For more information on the CBCF, please visit [www.curebreastcancerfoundation.org](http://www.curebreastcancerfoundation.org) or call (973) 471-CBCF (2223).

Cure Breast Cancer Foundation

The Cure Breast Cancer Foundation (CBCF) is a Clifton, N.J. – based not-for-profit 501(c) 3 charity devoted to fund research on the growth and spreading of breast cancer cells, also known as the Self-Seeding Theory, at the Memorial Sloan-Kettering Cancer Center in Manhattan and other national and international cancer research facilities under the direction of Dr. Larry Norton.

The founder and president is Carly Abramson. Her father, Andrew Abramson, is treasurer. For more information, call (973) 471-CBCF (2223), e-mail [info@curebreastcancerfoundation.org](mailto:info@curebreastcancerfoundation.org) or visit [www.curebreastcancerfoundation.org](http://www.curebreastcancerfoundation.org).