

HERALDNEWS

Friday, July 12, 2013

Lease For A Cure enters fourth year of fundraising

CLIFTON – Cure Breast Cancer Foundation's (CBCF) annual Lease For A Cure, the fundraising program that invites the real estate industry and beyond to participate in important breast cancer research, anticipates its efforts in 2013 will be worthy of the program's 4th anniversary.

The month-long fundraising effort, which has raised more than

\$65,000 since its inception in 2010, is preparing for a successful October with expanded participation from multi-family property owners, as well as the expected addition of many more community-minded organizations from outside the real estate world.

This year, Lease For A Cure will also add another promising aspect to its effort to raise funds 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.

Tenants at participating apartment buildings will now have the opportunity to donate individually to the worthwhile cause by having a

specified amount added to monthly rent bills or make a one-time donation. Value Companies, Inc., an initial apartment owner and developer to sponsor Lease For A Cure, has agreed to match their tenant donations up to \$2,500.

Companies interested in joining Lease For A Cure can visit www.curebreastcancerfoundation.org or call 973-471-2223 (CBCF).

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