



ROBERT WOOD JOHNSON  
MEDICAL SCHOOL  
University of Medicine & Dentistry of New Jersey



**Contact:** Michele Fisher  
Media Relations Specialist  
732/235-9872  
[fisherm2@umdnj.edu](mailto:fisherm2@umdnj.edu)

## **Wheels on the Ground and Determination Aim to Conquer Uphill Battle Against Cancer** *Registration Open for Century for the Cure Bike Ride for The Cancer Institute of New Jersey*

**New Brunswick, N.J., June 5, 2009** – Cycling enthusiasts, occasional riders and volunteers are being called upon to make a difference in the fight against cancer, during the fifth-annual *Century for the Cure* bicycle ride to benefit The Cancer Institute of New Jersey (CINJ). CINJ is a Center of Excellence of UMDNJ-Robert Wood Johnson Medical School.

Registration is now open for the one-day event, which takes place this year on September 12 at Camp Riverbend in Warren Township. *Century for the Cure* was the creation of Warren Township resident Scott Glickman, who was treated at CINJ for stage four non-Hodgkin's lymphoma more than a decade ago. Glickman has been engaged for years in the sport of cycling and wanted to give back to the institution that was so instrumental to his recovery – CINJ.

The “Century” moniker has come to have more than one meaning, as not only is the ride 100 miles, but also the amount raised has surpassed the \$100,000 mark for the past two years. Glickman says he is confident that figure will continue to rise. Since the ride's inception in 2005, more than \$310,000 has been raised for cutting-edge research in multiple disciplines at CINJ.

“*Century for the Cure* has shown that even the smallest of contributions can have a significant impact in the cancer fight,” Glickman stated. “Once people realize their efforts – whether as a rider, someone who is supporting a rider, or an event volunteer – are making a difference in the discovery of new cancer treatments, they feel empowered and encourage their friends and family to become involved. This is why we continue to grow each year.”

A portion of the funds raised will support the work of Roger Strair, MD, PhD, director of CINJ's Hematologic Malignancies Program and professor of medicine, UMDNJ-Robert Wood Johnson Medical School, who was Glickman's oncologist during his treatment at CINJ. “We need continued research in all areas of cancer,” said Dr. Strair. “Scott's continued dedication to this effort will help us develop the next generation of prevention and treatment therapies, and we are grateful for his commitment.”

Registration and donation forms for this year's *Century for the Cure* can now be downloaded at [www.centuryforthecure.com](http://www.centuryforthecure.com). New this year is a 40-mile route option, for those who would still like to participate but may not have time to train for the full 100 miles. Volunteers to staff the event also are being sought. This year's ride is sponsored by Capital One Bank, Whole Foods, Benefit Sources and Solutions, and Genentech.

The CINJ Foundation raises funds to support cancer research, treatment, prevention and education programs at CINJ. Gifts are received from corporations, foundations, individuals, and through special events and planned gifts. To make a tax-deductible gift to New Jersey's only

NCI-designated Comprehensive Cancer Center call 732-235-8614 or visit [www.cinjfoundation.org](http://www.cinjfoundation.org).

### **About The Cancer Institute of New Jersey**

The Cancer Institute of New Jersey ([www.cinj.org](http://www.cinj.org)) is the state'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 the Cancer Institute of New Jersey Foundation at 1-888-333-CINJ.

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. Flagship Hospital: Robert Wood Johnson University Hospital. Major Clinical Research Affiliate Hospitals: Carol G. Simon Cancer Center at Morristown Memorial Hospital, Carol G. Simon Cancer Center at Overlook Hospital, and Jersey Shore University Medical Center. Affiliate Hospitals: Bayshore Community Hospital, CentraState Healthcare System, Cooper University Hospital\*, JFK Medical Center, Raritan Bay Medical Center, Robert Wood Johnson University Hospital at Hamilton (CINJ at 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

###