



ROBERT WOOD JOHNSON
MEDICAL SCHOOL

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Nearly 900 Turn Out for Annual 5K Run to Benefit The Cancer Institute of New Jersey
Rutgers Students, Law Enforcement and Local Businesses Lend their Support

New Brunswick, N.J., September 30, 2008 – Nearly 900 people, including teams comprised of doctors, nurses and others from The Cancer Institute of New Jersey (CINJ), showed up on a sweltering Sunday morning earlier this month to participate in the sixth-annual *High Speed Chase for the Cure 5K Run/3K Walk* at the Rutgers University Livingston Campus in Piscataway. The event, which was kicked off with the help of Rutgers head football coach Greg Schiano, saw nearly double the participants from the previous year and raised \$27,000 for programs at CINJ. CINJ is a Center of Excellence of UMDNJ-Robert Wood Johnson Medical School.

While *High Speed Chase for the Cure* was started in 2003 by Rutgers University police officers as a way to honor a colleague who lost his battle with cancer, the annual race has turned into a community event in which local businesses join forces with Rutgers University students, law enforcement and those who work at CINJ in an effort to promote awareness about the cancer programs provided through the New Brunswick facility.

The event raises money to support cancer research, treatment, community outreach and to assist cancer patients with financial needs they may have during treatment including the purchase of medications; medical supplies and equipment; transportation to and from CINJ on treatment days and other necessities.

Leanne Kochy, director of special events for the Cancer Institute of New Jersey Foundation, notes the event continues to be a tremendous community collaboration, “The generosity of Citi Smith Barney and local businesses, students, area law enforcement and their supporters will provide CINJ with the means to continue to provide a comprehensive offering of support services, education programs, and care and research components for the benefit of our patients and their families. To see the number of sponsors and participants increase year after year is truly inspiring.”

The event’s main sponsor is Citi Smith Barney, and was held in partnership this year with DCH Auto Group (DCH Brunswick Toyota and Saturn); Road Runner Sports of New Brunswick; Golden Key Realty; CINJF; the Rutgers Daily Targum; the Rutgers Interfraternity Council, Panhellenic Association and National Pan-Hellenic Council; the Rutgers Student Movement Against Cancer organization (SMAC); the Rutgers University Division of Student Affairs; and the Rutgers University Police Department. Media sponsors included Greater Media stations, Magic 98.3 FM and WCTC 1450 AM.

The CINJ Foundation raises funds to support cancer research, treatment, prevention and education programs of CINJ. Gifts are received from corporations, foundations, individuals, special events and through 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.

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About The Cancer Institute of New Jersey

The Cancer Institute of New Jersey 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. Partner Hospital: Robert Wood Johnson University Hospital. Affiliate Hospitals: Bayshore Community Hospital, CentraState Healthcare System, Cooper University Hospital*, Jersey Shore University Medical Center, JFK Medical Center, Morristown Memorial Hospital, Overlook Hospital, Raritan Bay Medical Center, Robert Wood Johnson University Hospital at Hamilton (CINJ-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

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