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North Brunswick Township High School Students “Rock” to Support Cancer Programs

CINJ to Benefit from Monies Raised Through Annual Event via “Care to Walk Club”

New Brunswick, N.J., June 19, 2007 – A check for \$10,000 was presented recently by students in the North Brunswick Township High School Care to Walk Club to The Cancer Institute of New Jersey Foundation (CINJF) following the recent “Rock-a-Thon” fundraiser, which had students sitting in rocking chairs for a 24-hour period. The 100 participating teens asked family and friends to sponsor them so they could meet their fundraising goals.

The “Rock-a-Thon” event is in its 22nd year at the school and is coordinated by social studies teachers Joel Chesler and Meg Wright, who actually participated as a student rocker in the event years ago when she attended North Brunswick High. Chesler, who has overseen the event for the past 18 years, says it’s a terrific way for the kids to give back, “Over the years, this event has raised close to \$160,000, which has been distributed to various charitable organizations in the township and throughout the area. This year, we were approached by the Care to Walk Club to donate our proceeds to The Cancer Institute of New Jersey Foundation. All of us seem to know of someone affected by this disease; it just made sense to donate this year’s proceeds to this cause.”

The Care to Walk Club was formed in response to the community organization known as “Care to Walk,” started by women who had personally dealt with breast and/or ovarian cancer and wanted to provide support to other women and raise awareness about cancer. In 2003, the club achieved official status as a school club.

The students in the Care to Walk Club are no strangers to making this type of award. Last fall, the club coordinated the community group’s annual fundraising 5K walk/run for the first time, helping to net nearly \$14,000 for the Breast Health Education project and ovarian cancer research. Club Adviser Dorothy Jennings-Glover notes the group will help provide support for this year’s walk as well, slated for October 13, “This group is extremely committed to helping the greater community. It is our goal to be able to continue such support for years to come.”

Michelle Walker, Director of Annual Giving for CINJF, said of all the students, “The enthusiasm and commitment of these young people to give back to their community is inspiring. It is because of their hard work that CINJ will be able to advance breast and ovarian cancer education and research and continue to provide a cancer center of extraordinary quality.”

The CINJ Foundation is 501C3, non-profit organization, which raises funds to support programs at CINJ, New Jersey’s only National Cancer Institute–designated Comprehensive Cancer Center, an elite distinction

held by only 38 other cancer centers in the country.

Still in its infancy, CINJF has raised \$10-million dollars since it was formed nearly two years ago. It raises funds through corporation and foundation support, gifts from individuals, special events and planned giving. To support New Jersey's only NCI –designated Comprehensive Cancer Center call-732 235-8614 or visit www.cinjfoundation.org.

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.

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 Hospitals: Robert Wood Johnson University Hospital, Atlantic Health (Morristown Memorial Hospital, Overlook Hospital). Affiliate Hospitals: Bayshore Community Hospital, CentraState Healthcare System, Cooper University Hospital,* Jersey Shore University Medical Center, JFK Medical Center, Mountainside 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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