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Celebrity Pro Athletes from Philadelphia & New York Take to the Links to Battle Prostate Cancer
Registration and Sponsorships Are Available for "Score for the Cure" Hosted by Eagles' Jon Runyan

New Brunswick, N.J., August 28, 2007 – Some big-name celebrity sports figures and Hall of Fame athletes from the tri-state area are teaming up in the fight against prostate cancer -- a disease that will affect one in six men in their lifetime -- and they're hoping others will join them.

Registration and sponsorships are available for the third annual *Score for the Cure* golf tournament, which is hosted by Philadelphia Eagles iron man and starting right tackle Jon Runyan. Title Sponsors include Dietz & Watson and Pacific American Securities, LLC. The September 25th event at Ramblewood Country Club in Mount Laurel, New Jersey, will raise funds to support the Dean and Betty Gallo Prostate Cancer Center at The Cancer Institute of New Jersey (CINJ), the state's only National Cancer Institute-designated Comprehensive Cancer Center. Last year's event brought in nearly \$100,000.

The tournament will feature golf, lunch, dinner and a cocktail reception, with festivities beginning at 11:00 a.m. Registration for those wishing to play is \$250.00 and sponsorships begin at \$2,500. In addition to a day of golf, guests will have the opportunity to bid on sports memorabilia including signed footballs, athletic gear and other unique items. Individuals or groups interested in participating in the tournament can register by calling the Cancer Institute of New Jersey Foundation at 888-333-CINJ. Tournament brochures can also be downloaded on-line at www.cinj.org.

Last year's event featured well-known athletes and Hall of Fame members from such organizations as the Philadelphia Eagles, Phillies and Flyers and the New York Yankees. Along with Jon Runyan, the event this year will feature Hall of Fame member and New Jersey native Franco Harris [Pittsburgh Steelers] and Heisman Trophy winner Mike Rozier [Houston Oilers]. Current Eagles Sheldon Brown, Kevin Kolb and Stewart Bradley; along with former and retired team members including some of the best Eagle receivers in history such as the quartet of Mike Quick, Tommy MacDonald, Irving Fryar and Ben Hawkins; as well as Jim Kelly, Bill Mackrides, Ken Dunek, Mike Mamula and Joe Pagliei will take to the links as well as former Eagle turned broadcaster Vai Sikahema [NBC 10]; and long-time, famed Eagles announcers Merrill Reece and Don Tollefson [94.1 WYSP FM and Fox 29 respectively], as well as retired NBC 10 voice Bill Baldini. NFL greats Beasley Reese [New York Giants also of CBS 3] and Mark Gastineau [New York Jets] also are on the roster. The Philadelphia Phillies' Garry Maddox, Terry Harmon, and Art Mahaffey are also scheduled to play in addition to Reggie Leach and Kerry Huffman [Philadelphia Flyers], Marcell Pelletier [New York Rangers] and Val Skinner, a veteran on the Ladies Professional Golf Association (LPGA) Tour.

Isaac Kim, M.D., Ph.D., urologic oncologist at CINJ and assistant professor of surgery, UMDNJ-Robert Wood Johnson Medical School, is a member of the *Score for the Cure* Committee. "There will be more than eight thousand new cases of prostate cancer diagnosed this year in New Jersey alone, so we are

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pleased that Jon is once again helping to bring awareness to this cause. The monies raised at this event will help us with cutting-edge research, which we hope to translate into better therapies and treatments for our patients,” said Kim.

“Teamwork wins football games and teamwork will win the battle against prostate cancer,” said Runyan. “More research is needed and if we can help provide support, then we are happy to do so.”

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