



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



Contact: Candace Botnick
732/235-9871
botnicca@umdnj.edu

Contribution by the Grand Lodge of The Knights of Pythias Helps CINJ Patient ‘Pay it Forward’

Pink Bow Campaign Expected to Raise \$60,000

New Brunswick, New Jersey, January 17, 2007 – As a small girl, Bunny Sacharoff [East Windsor] loved to wear bows in her hair. So, it seemed like a natural fit when she was thinking of a way to give back to the institution that helped save her life. In 2001, Bunny was diagnosed with breast cancer. Thanks to her doctors and nurses at The Cancer Institute of New Jersey and the comprehensive treatment plan they executed together, Bunny is now cancer free. To celebrate her cancer-free, five-year milestone, Bunny established the “Pink Bow Campaign” for The Cancer Institute of New Jersey in March 2006 with a goal of raising \$60,000 – the amount that was the approximate cost associated with her cancer care. As part of the “Pink Bow Campaign” Bunny has pledged to wear a pink bow in her hair until her objective is met. To date, she has raised over \$8,000 from over 100 individuals and businesses that want Bunny to reach her personal goal. She is especially encouraging gifts in honor of any occasion, be it happy, get well or in sympathy.

“Who would have thought that many years later, wearing a bow in my hair would mean so much more,” stated Bunny Sacharoff. “This bow is a symbol of my commitment to an important pledge that I made to myself if I survived cancer, which was to give back or ‘pay it forward’ to another cancer patient in need. I wanted to be part of extending and enhancing one person’s life, as was mine.”

Contributions such as the one from the Grand Lodge of the Knights of Pythias of the State of New Jersey are helping Bunny to reach her goal. At a recent visit to CINJ, Bunny and her husband Martin Sacharoff representing The Knights of Pythias, Fortitude Lodge in Ewing presented Dr. William Hait, Director of CINJ and Associate Dean for Oncology Programs, UMDNJ-Robert Wood Johnson Medical School, with a check for \$500 for the “Pink Bow Campaign.”

Individuals wishing to contribute to the “Pink Bow Campaign” should contact Paula Hunchar in the CINJ Foundation, at 732/235-8614 or send their donations to: The Cancer Institute of New Jersey Foundation, Pink Bow Campaign, 120 Albany Street, Tower Two, Fifth Floor, New Brunswick, NJ, 08901.

Editor’s Note: A photograph from the check presentation is available by calling 732/235-9871.

About The Cancer Institute of New Jersey

The Cancer Institute of New Jersey is New Jersey's 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 732/235-8614. The Cancer Institute of New Jersey Foundation is a 501(c)(3) charitable organization that exists to raise funds to support the programs and purpose of The Cancer Institute of New Jersey.

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 System (Morristown Memorial Hospital, Mountainside Hospital, Overlook Hospital). Affiliate Hospitals: Bayshore Community Hospital, CentraState Healthcare System, Cooper University Hospital (CINJ at Cooper),* Jersey Shore University Medical Center, JFK Medical Center, Monmouth 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*

###