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Pocket Change Wanted: Collecting Quarters for Cancer

Local Schools Join The Cancer Institute of New Jersey in the Fight Against Cancer

New Brunswick, N.J., March 2, 2006 - Students from 61 New Jersey elementary, middle and high schools spanning 14 counties are joining the battle against cancer through a statewide *Quarters for the Cure* program. Proceeds support patient care and the research, prevention, and education programs at The Cancer Institute of New Jersey (CINJ).

For the third year in a row, students at participating schools will be challenged to fill as many 5-gallon water jugs with as many quarters as possible. The student body raising the most money will receive prizes at an assembly recognizing their efforts. In addition, CINJ will provide a speaker to present a student-friendly talk about the dangers of smoking, tanning, and other cancer risk factors. Last year students from 46 schools raised more than \$12,000. This year's program kicked-off in January and will run through April 15.

“Schools from as far North as Newton and as far South as Berlin and Barnegat and everywhere in between are working hard to help CINJ fight cancer,” said Cynthia Lewis, Assistant Director of Annual Giving for The Cancer Institute of New Jersey Foundation. “This is a wonderful way to teach children about cancer awareness and philanthropy.”

For more information about the *Quarters for the Cure* program and other ways to support CINJ, please contact The Cancer Institute of New Jersey Foundation at 732/235- 8614 or obtain a registration form on the web at http://www.cinj.org/opportunity/quarters_for_cure.htm. Schools interested in participating, but not yet signed up, can still join in this year's effort.

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.

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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

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