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MEDICAL SCHOOL

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**Brighton Honors Breast Cancer Awareness Month with “Power of Pink” Jewelry**  
*Annual Campaign to Benefit the Cancer Institute of New Jersey Foundation*

**New Brunswick, N.J., October 13, 2009** – During the month of October, breast cancer awareness gives the color pink a meaning of hope and encouragement. The Brighton store at the Woodbridge Center Mall is helping to make a difference through its parent company’s national Power of Pink campaign ([http://www.brighton.com/promos/2009/power\\_of\\_pink/participating\\_retailer/index.php](http://www.brighton.com/promos/2009/power_of_pink/participating_retailer/index.php)). For the first time ever, the Cancer Institute of New Jersey (CINJ) Foundation will be a local recipient of funds raised through the effort in Woodbridge. CINJ is a Center of Excellence of UMDNJ-Robert Wood Johnson Medical School.

CINJ is one of many breast cancer-related entities nationwide that will benefit from the sale of limited-edition bracelets and badge clips sold now through October 31<sup>st</sup>. The bracelet features Brighton’s signature heart charm, which slides open to reveal the words “Trust your journey” and “Everything is possible.” Brighton designers crafted these sentiments in order to remind the wearer that there is a gift to be found at the end of every journey. The badge holder/lanyard features a breast cancer awareness ribbon adorned with 15 sparkling pink Swarovski crystals.

As a result of this partnership, ten dollars for every piece of exclusive jewelry sold will be donated to the CINJ Foundation to support breast cancer research and awareness at CINJ. The Power of Pink campaign was started in 2003 to give the women who wear the jewelry a sense of hope and empowerment while raising monies to help eradicate breast cancer. The campaign nationally has since raised over \$3.1 million.

“Brighton has a great history of social responsibility and we feel privileged that the Woodbridge store has chosen to support CINJ in this year’s Power of Pink campaign,” said John Goldner, interim executive director of the CINJ Foundation. “The proceeds from this campaign will greatly benefit CINJ’s patients and their families.”

Rhea Rovner, Store Managing Partner of the Brighton store in Woodbridge, notes her store is pleased to “give back.” “It gives us great pleasure to partner with The Cancer Institute of New Jersey in this way in order to serve the greater community. Everyone’s life is touched by cancer, and this effort serves as a terrific way to help bring about awareness.”

The Woodbridge Brighton store also will hold other fundraising events during the month, to benefit CINJ in honor of Breast Cancer Awareness Month. Included in the festivities are a fun walk through the mall, a pink bubble gum day for children, and baked goods sale at the October 22nd Staten Island Academy Tigers soccer game in Staten Island, New York. Additional details are available by calling the store at 732/636-2023 or go to [www.cinjfoundation.org](http://www.cinjfoundation.org).

According to the American Cancer Society more than 192,000 women nationwide will be diagnosed with breast cancer this year, with more than 6,400 new cases expected in New Jersey. And while the disease affects mostly women, men also can be diagnosed with breast cancer.

## **About The Cancer Institute of New Jersey**

The Cancer Institute of New Jersey ([www.cinj.org](http://www.cinj.org)) 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. Flagship Hospital: Robert Wood Johnson University Hospital. Major Clinical Research Affiliate Hospitals: Carol G. Simon Cancer Center at Morristown Memorial Hospital, Carol G. Simon Cancer Center at Overlook Hospital, and Jersey Shore University Medical Center. Affiliate Hospitals: Bayshore Community Hospital, CentraState Healthcare System, Cooper University Hospital\*, JFK Medical Center, Mountainside Hospital, Raritan Bay Medical Center, Robert Wood Johnson University Hospital at Hamilton (CINJ at 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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