
NEWS RELEASE

Industrial/Commercial Real Estate Women
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ICREW OF NJ PARTNERS WITH PLAY FOR P.I.N.K. TO RAISE FUNDS FOR BREAST CANCER RESEARCH AT LEADING MEDICAL CENTERS WORLDWIDE ***ICREW of NJ Welcomes Novice and Seasoned Golfers at its Fundraiser on May 8***

MONROE TOWNSHIP, N.J., March 10, 2008 – The New Jersey Chapter of Industrial/Commercial Real Estate Women ([ICREW of NJ](#)) has the commercial real estate industry “thinking pink” this spring. When golfers tee off at ICREW of NJ’s Seventh Annual Golf Classic on May 8, they will be raising funds for [Play For P.I.N.K.](#), a non-profit organization that advocates for prevention, immediate diagnosis, new technology and knowledge in the battle against breast cancer.

Since its founding in 1996, Play For P.I.N.K. has donated \$12.75 million to The Breast Cancer Research Foundation, which provides critical funding for innovative clinical and genetic research at leading medical centers worldwide.

“More than 200,000 women in the United States will be diagnosed with breast cancer this year,” said Laura Lassman, founder and president of Play For P.I.N.K. “It’s our friends, sisters, mothers and daughters. At Play For P.I.N.K., our mission is to fund the research that will find the cure for this cancer. The fundraising efforts of organizations like ICREW of NJ move us one step closer to making that dream a reality.”

The Founding of Play For P.I.N.K.

“When a friend was diagnosed with breast cancer, my friends and I knew that we had to do something to make a difference for her and the many others battling this disease,” continued Lassman. “We hosted a golf outing to raise money for breast cancer research and went from a feeling of helplessness to one of empowerment. Play For P.I.N.K. was born out of the success of that initial event.”

The concept is simple. Play For P.I.N.K. provides guidance and support to organizations, both large and small, which want to host a fundraiser for breast cancer research. In addition to golf tournaments, events have included tennis tournaments, equestrian events, card games, knitting circles and spa days. Play For P.I.N.K. has partnered with organizations in 22 states.

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“ICREW of NJ is thrilled to partner with Play For P.I.N.K. and support the critical work of top cancer researchers around the world,” said Mary Lynn Kearns of General Office Environments of Rochelle Park, N.J. Kearns is co-chairing the Golf Classic with Robin Grossman of AT&T of Morristown, N.J., and Silvana Finizio of Carousel Industries of North America is serving as advisor.

ICREW of NJ's Golf Tournament

ICREW of NJ's Seventh Annual Golf Classic, which is open to the public, is set for Thursday, May 8, beginning at 10 a.m. at the Forsgate Country Club in Monroe Township, N.J. Both seasoned golfers and novices are welcome at the charity event. Featuring a scramble format, ICREW of NJ's Golf Classic is open/limited to 100 golfers to play either 18 or 9 holes and/or attend a clinic that is open/limited to 45 additional golfers. The fundraiser also includes a buffet lunch, a dinner reception and awards ceremony as well as a silent auction and a raffle.

Founded in 1982, ICREW of NJ is a non-profit organization that promotes communication and interaction between experienced professionals in all facets of commercial real estate. Through educational meetings and networking events, such as its Annual Golf Classic, the nonprofit advances the professional development of women in this industry. For more information about the Golf Classic, please call (609) 585-6871 or visit www.icrewnj.org.

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About ICREW

ICREW, a non-profit organization, is the New Jersey Chapter of CREW Network, the Network of Commercial Real Estate Women. They are a full-service network of commercial real estate professionals and represent all disciplines of the commercial real estate industry including but not limited to accountants, architects, appraisers, asset/property managers, attorneys, consultants, developers, lenders, leasing and sales brokers, mortgage bankers/brokers, marketing specialists, market and investment analysts, corporate real estate representatives and title/escrow officers. Membership is open to qualified professionals in the commercial and industrial real estate field. For more information on the Golf Classic, membership or monthly meetings, contact ICREW at 609-585-6871, or check out the organization's web site at www.icrewnj.org.

About Play for P.I.N.K.

Play for P.I.N.K. (Prevention, Immediate diagnosis, New technology, Knowledge) is a grassroots organization dedicated to raising funds to fight breast cancer, by creating and promoting awareness of breast cancer through sporting and lifestyle events including men's and women's golf tournaments, tennis, swimming, card games, equestrian events, shopping benefits, spa days and wine tastings. Since inception, PFP events are now in 140 clubs in 23 states with over 15,000 participants. In November 2007, Play for P.I.N.K. presented The Breast Cancer Research Foundation with a check for \$2,750,000 bringing PFP's total contribution to \$12.75 million dollars. PFP's commitment is to contribute 100% of all funds raised to our partner, The Breast Cancer Research Foundation. Play for P.I.N.K. and BCRF are proud to share the same vision: Find prevention and a cure in our lifetime.