



# MONMOUTH MEDICAL CENTER KICKS OFF 'ROLL OUT THE RIBBONS' TO RAISE AWARENESS AND EDUCATION FOR THE FIGHT AGAINST ALL CANCERS

1



2



3



**IN AN EFFORT TO RAISE** awareness of cancer in all its forms and educate the public about the importance of early detection and prevention, Monmouth Medical Center launched Roll Out The Ribbons, a unique awareness campaign designed to strengthen the fight against cancer and honor courageous individuals who have and are fighting the battle.

During the kick-off event on the Great Lawn Pavilion in Long Branch, hospital officials gathered with public officials, community and business leaders and cancer survivors to tie the first multi-colored Ribbons of Honor along the Promenade of Hope on the city's boardwalk.

A focal point of Roll Out The Ribbons, the Promenade of Hope—a half-mile stretch of railing along the boardwalk in Long Branch that begins near Rooney's Oceanfront

Restaurant and ends just south of Seven Presidents Oceanfront Park—will enable residents from local communities to dedicate ribbons for the rail with messages of hope and healing to symbolize a united front in the fight against cancer.

Local officials, including Long Branch Mayor, Adam Schneider; Long Branch Council Member, Kathleen Billings; Joseph Irace, Oceanport Council President and Oceanport Council Member, Ellen Kahle, attended the June 27<sup>th</sup> event. Participating businesses also joined in including Tim and Beth McLoone, owners of McLoone's Restaurants and Laura Procaccino of Soap City Coin Laundry, Long Branch.

"We all know that there is strength in numbers and one unified voice speaks louder and more clearly than many different ones," says Frank

J. Vozos, M.D., FACS, president and chief executive officer of Monmouth Medical Center. "The Roll Out The Ribbons campaign is designed to do just that—bring together surrounding communities for a strong fight against a single enemy that takes on many forms—cancer."

Roll Out The Ribbons' Ribbon of Honor was designed to represent all types of cancer, as symbolized by its color: lavender, the official color of awareness of all cancers. The colored stripes represent the 12 most common types of cancer: thyroid, prostate, pancreatic, bladder, breast, colorectal, endometrial, kidney, leukemia, lung, melanoma and lymphoma.

"Through Roll Out The Ribbons, we are striving to educate the community about the risk factors associated with cancer and preventive approaches to the disease, and help those affected

cope with the challenges ahead," says David Sharon, M.D., a medical oncologist and medical director of the Leon Hess Cancer Center at Monmouth. "As the regional leader in Cancer Services, it's important for Monmouth Medical Center to lead the charge in raising awareness of cancer in our communities and supporting all those who have been touched by this disease."

The official public kick off was held during Oceanfest, Long Branch's major annual beachfront event on July 4. For the kick off, tents were set up along the promenade providing information, ribbons and giveaways to community members in attendance.

Local individuals and businesses are encouraged to get involved with Roll Out The Ribbons. It's free to submit a Ribbon of Honor online at [www.rollouttheribbons.com](http://www.rollouttheribbons.com) or by filling out a quick form at more than 50

participating retail locations. Optional donations will benefit programs and services for patients and family members of both the Leon Hess Cancer Center and the Valerie Fund Children's Center for Cancer and Blood Disorders at Monmouth Medical Center.

The Promenade of Hope will be filled with ribbons through Labor Day. The display of ribbons will then be moved to an indoor location for September, October and November to honor pediatric, prostate and breast cancer awareness months.

Additional Roll Out The Ribbons' events will take place throughout the summer. For a full listing of events or to learn more about Roll Out the Ribbons, visit [www.rollouttheribbons.com](http://www.rollouttheribbons.com) or call 1-877-360-6275. Get connected by liking Roll Out The Ribbons on Facebook and following @RollOutRibbons on Twitter.

1. Ribbons hanging on the Promenade of Hope with messages to loved ones.
2. Frank J. Vozos, M.D., FACS, President & Chief Executive Officer of Monmouth Medical Center announces the start of Roll Out The Ribbons, a cancer awareness campaign to strengthen the fight against every cancer in every community.
3. Monmouth Medical Center administrators and physicians, from left, David Sharon, M.D., Medical Director, Leon Hess Cancer Center, Bill Arnold, Chief Operating Officer, Heather Grossman, M.D., Section Chief of Pediatric Hematology/Oncology at The Children's Hospital and Frank J. Vozos, M.D., FACS, President and Chief Executive Officer, are joined at the Promenade of Hope by Long Branch Mayor Adam Schneider following the kick-off event for Roll Out The Ribbons.
4. Signage on the Promenade of Hope.

**Everybody knows somebody  
who's fought cancer.**

And for their courage,  
they deserve to be  
remembered.  
To be honored.  
To be told that  
*their fight is our fight.*



Join Monmouth Medical Center and hundreds of your neighbors as we Roll Out The Ribbons to fight cancer. Recognize your loved one with a Ribbon of Honor - just visit [rollouttheribbons.com](http://rollouttheribbons.com) or any business with the Roll Out The Ribbons logo in their window to submit your ribbon today!

- ■ **Monmouth Medical Center**
- ■ **Barnabas Health**



**EVERY CANCER. EVERY COMMUNITY.**

## NEWARK MAYOR CORY BOOKER JOINS MONMOUTH MEDICAL CENTER'S 'ROLL OUT THE RIBBONS' CAMPAIGN AT OCEANFEST

**DURING THE PUBLIC LAUNCH** of Roll Out The Ribbons, a unique awareness campaign designed to strengthen the fight against cancer and honor courageous individuals who have and are fighting the battle, on July 4 at Oceanfest on the oceanfront promenade in Long Branch, Newark Mayor Cory Booker and former U.S. Senator Bill Bradley joined scores of community members in dedicating personalized, multi-colored Ribbons of Honor along the Promenade of Hope on the city's boardwalk.



1. Newark Mayor Cory Booker, left, and former U.S. Senator Bill Bradley stopped by Monmouth Medical Center's Roll Out the Ribbons' tent at the Oceanfest July 4 celebration on the Long Branch oceanfront promenade, personalizing "Ribbons of Honor."
2. Mayor Cory Booker and former Senator Bill Bradley tie their Ribbons of Honor to the Promenade of Hope.
3. The Roll Out The Ribbons' flying discs distributed at Oceanfest served double duty as water vessels for two thirsty four-legged visitors to the campaign tent.
4. Danny and Lois Alston of Eatontown prepare to dedicate a Ribbon of Honor at the Promenade of Hope with their children, Anya, 5, and Maxwell, 2.
5. Mother and daughter Nancy and Amanda Zariello of Monmouth Beach visit the Roll Out The Ribbons' tent. Amanda's ties to Monmouth go back to 2007, as the 21-year-old was one of the original founders of Kidz Kare — a group of teenagers formed to support patients of the Valerie Fund Children's Center for Cancer and Blood Disorders and The Children's Hospital at Monmouth Medical Center with love, care, simple gifts and friendship.

TO LEARN MORE ABOUT ROLL OUT THE RIBBONS, VISIT  
[WWW.ROLLOUTHERIBBONS.COM](http://WWW.ROLLOUTHERIBBONS.COM) OR CALL 1-877-360-6275