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**Downtown Somerville Alliance partners with RWJUH Somerset to honor
“Breast Cancer Warriors”**

Somerville, NJ – The Downtown Somerville Alliance (DSA) recently announced their partnership with Robert Wood Johnson University Hospital (RWJUH) Somerset’s Steeplechase Cancer Center to recognize breast cancer survivors and honor the memory of those who have lost their battle with the disease during Breast Cancer Awareness Month.

“As one of the most common forms of cancer in American women, most of us know someone who has battled this disease,” said Natalie Pineiro, executive Director of the Downtown Somerville Alliance. “We are proud to give families a venue to recognize loved ones who have bravely faced breast cancer.”

The Downtown Somerville Alliance will be facilitating the Breast Cancer Warrior (BCW) Banner program, a biennial program that entails creating a series of commemorative vinyl banners to be displayed on the decorative light poles on Main St. in downtown Somerville

The banners will be on display during the month of October for two consecutive years.

“We are continually inspired by the courage and strength of our patients throughout their fight with breast cancer and are pleased to partner with the Downtown Somerville Alliance to honor our community’s breast cancer warriors in this special way,” said Deirdre Blaus, assistant vice president of cancer services at RWJUH Somerset.

The banners will be made of high-quality, durable vinyl designed to withstand the elements and will be produced by SpeedPro of Piscataway. They are projected to measure 18 inches wide by 48 inches long.

To dedicate a banner to a loved one and participate in the program, interested parties should visit www.downtownsomerville.com and click on the link to the BCW Banner Program Application. There will be a \$250 tax-deductible fee for each banner that will guarantee placement for the entire month of October, in 2021 and 2022. The fee is payable via Square - linked in the application, or in person via cash or check at the DSA office, located at 50 Division St. Ste 501, Somerville, NJ 08876.

Space is currently limited to 30 banners and will be sold on a first come-first served basis. Banner sales will take place from August 16 – September 6, 2021.

Although placement of the banners is guaranteed for two years, participants will be given the ability to opt out of the program after the first year. The banner fee is nonrefundable.

Proceeds from the program will benefit the Steeplechase Cancer Center at RWJUH Somerset via the DSA and Somerset Health Care Foundation.

The DSA is a recognized tax-exempt organization under section 501(c)(3) of the Internal Revenue Code

For more information contact Natalie Pineiro, Executive Director of the DSA at 908-524-0104 or via email at npineiro@somervillenj.org.

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About the Downtown Somerville Alliance

The Downtown Somerville Alliance is a 501(c)(3) charitable corporation. They are the District Management Corporation for Downtown Somerville, NJ - one of New Jersey's premiere downtowns. The district has become known for its colorful dining scene, flourishing retail, and up and coming arts and culture scene. They promote balanced and progressive economic development and leverage the art of creating experiences that continue to bring a new and diverse population to Somerville. The DSA oversees infrastructure and beautification projects and work with historians and environmentalists alike to maintain and promote the historic charm that is unique to the district.

Visit them online at DowntownSomerville.com or follow them on social media @DowntownSomerville (instagram) and @DowntownSomervilleAlliance (Facebook).

About Robert Wood Johnson University Hospital Somerset

Robert Wood Johnson University Hospital Somerset is a nationally accredited, 353-bed hospital in Somerville, New Jersey, providing comprehensive emergency, medical/surgical and rehabilitative services.

The hospital is nationally recognized as a Magnet® hospital for nursing excellence and has earned an “A” Hospital Safety Score from Leapfrog - its highest patient safety rating.

The Steeplechase Cancer Center at Robert Wood Johnson University Hospital Somerset has earned national accreditation by the Commission on Cancer of the American College of Surgeons. The hospital is also distinguished for its Joint Surgery Institute, receiving the Joint Commission’s Gold Seal of Approval for total knee and total hip replacement surgery, and is designated as a Primary Stroke Center by the Joint Commission and the New Jersey Department of Health and Senior Services. Robert Wood Johnson University Hospital Somerset has been named a Center of Excellence in Metabolic and Bariatric Surgery by the Surgical Review Corporation. In addition, it has received the Joint Commission’s Gold Seal of Approval for its acute myocardial infarction program.

Honored as a Leader in LGBT Healthcare Equality by the Human Rights Campaign, the hospital was the first in New Jersey to offer primary care services for the LGBTQIA community.

Robert Wood Johnson University Hospital Somerset also offers outpatient services at convenient locations in Central New Jersey, including physical therapy services in Bedminster, Bridgewater, Hillsborough, Princeton and Flemington and an urgent care center and a sleep disorders center in Hillsborough. In addition, the hospital’s affiliated physician practices provide care for families throughout its community. For more information about Robert Wood Johnson University Hospital Somerset, visit www.rwjbh.org/somerset.

Google Form:

https://docs.google.com/forms/d/e/1FAIpQLSdtabD1QaV1dDhDjTnQZba9d8YXjIYABLP5VqAY2EbwTPDaTg/viewform?usp=sf_link

Shortened:

<https://bit.ly/3AOPFg2>

Square Link:

<https://checkout.square.site/merchant/MLBJT5PR71W20/checkout/CH2BQFVFG72HG7T6WDKPC42D>

Shortened:

<https://bit.ly/3mmPmFB>