

# MEDIA RELEASE

**Date: October 13, 2019**

For Immediate Release

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## Zeta Tau Alpha Raises over \$1,000 to Support Breast Cancer Education and Awareness

*Carbs for a Cure is a fundraising event held annually in the fall by Zeta Tau Alpha Iota Nu chapter at Susquehanna University to financially benefit the organization's philanthropy.*

**SELINGROVE, PA** – The Iota Nu chapter of Zeta Tau Alpha hosted their annual Carbs for a Cure philanthropy event on the evening of Friday, October 4, 2019 and raised over \$1,000 in support of the Zeta Tau Alpha Foundation, which benefits causes surrounding Breast Cancer Education and Awareness. Carbs for a Cure is an event where a spaghetti dinner, complete with side dishes and dessert is served with the purchase of a \$5 ticket. This year, the meal was donated by the food catering company, Aramark.

The sisters of Zeta Tau Alpha Iota Nu highly anticipate this event every year. Brynn Crawford, Think Pink Chair of the chapter, explained: "Carbs for a Cure went even better than I imagined thanks to the support of attendees, donors, and my sorority sisters. The event brought together many people who believe in fighting this devastating disease and I'm proud that we were able to pass our \$1,000 fundraising goal."

The event, previously simply known as "Spaghetti Dinner", was held in Susquehanna University's Degenstein Campus Center and fundraised over \$1,000 through ticket sales, general donations, and a variety of raffles for gift baskets from local businesses. The dinner makes a culmination of Zeta Tau Alpha's Think Pink Week, held annually in the month of October to raise awareness and funds for the fight against breast cancer.

All profits from the philanthropy event will be donated to beneficiaries of the Zeta Tau Alpha Foundation such as Bright Pink, the American Cancer Society, and the National Football League's Crucial Catch campaign. The Think Chair leads the chapter in fundraising events and is overseen by the chapter's Director of Philanthropy who plans community service projects both related and un-related to philanthropy. Think Pink has been a registered trademark for Zeta Tau Alpha since 2004 and represents the overall theme of the organization's philanthropic efforts.

Zeta Tau Alpha Iota Nu currently plans on hosting Carbs for a Cure again next year in early October. Follow [@ztaiotanu](https://www.instagram.com/ztaiotanu) on Instagram to stay up to date with the chapter's upcoming events.

**Zeta Tau Alpha's national philanthropy** is Breast Cancer Education and Awareness. One in eight women in the U.S. will be diagnosed with breast cancer in her lifetime, so this cause is personal. Breast cancer touches many lives. Through local and national partnerships, campus and community initiatives, and the distribution of millions of pink ribbons since 1992, ZTA collegiate and alumnae members are dedicated to our philanthropy. By spreading the message of breast cancer education and awareness, ZTA sisters are determined to diminish this disease.

**Zeta Tau Alpha Women's Fraternity** was created to make a difference in the lives of our members by developing the potential of each individual. We foster strength of character by emphasizing leadership development, service to others, academic achievement and continued personal growth, with a commitment to friendship and the future. The Iota Nu Chapter at Susquehanna University was chartered in 1985 and has 72 active collegiate members as of April 2019. More than 257,000 women have been initiated into the sisterhood of Zeta Tau Alpha Fraternity since its founding on Oct. 15, 1898, at the Virginia State Female Normal School (now Longwood University) in Farmville, Virginia.



Photo by McKenna Schreck

**CAPTION:** Attendees of ZTA's Carbs for a Cure event are all smiles while eating their pasta dinner. The annual event fundraised over \$1,000 this year for Breast Cancer Education and Awareness.

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# **MEDIA RELEASE**

**Date:** December 5, 2019

For Immediate Release

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## **Children's Specialized Hospital Addresses Adverse Childhood Experiences for Children with Autism Spectrum Disorder Thanks to \$90,000 Grant from the Healthcare Foundation of New Jersey**

**MOUNTAINSIDE, NJ** – The Healthcare Foundation of New Jersey recently awarded Children's Specialized Hospital Foundation \$90,000 in support of a new program at Children's Specialized Hospital. The goal of this project, which is a partnership between Children's Specialized Hospital and Rutgers Robert Wood Johnson Medical School, is to identify and support children with autism spectrum disorder (ASD) in the Newark area who have faced adverse childhood experiences.

"Adverse childhood experiences (ACEs) have been linked to numerable poor health outcomes, including early mortality," explained Dr. Malia Beckwith, Section Chief of Developmental Behavioral Pediatrics at Children's Specialized Hospital, as a co-clinical lead of the program. "Children with Autism Spectrum Disorder (ASD) are at increased risk for ACEs; but there has been little work to date to address ACEs in this population. Through the support of the Healthcare Foundation of New Jersey, we will be initiating an exciting new process at our Newark location to screen and identify children with ASD and their families who are experiencing ACEs, and to connect these families to appropriate community supports. Through this action, we aim to improve overall health for our children with ASD."

Co-lead of the program, Dr. Manuel Jimenez a Developmental and Behavioral Pediatrician at Children's Specialized Hospital and an Assistant Professor of Pediatrics and Family Medicine and Community Health at Rutgers Robert Wood Johnson Medical School added: "this proposal will help us implement a team model where physicians, advanced practice nurses, and social workers work together to help begin the healing process for families and address their needs in a holistic manner."

The program, to begin in October, represents the continuation of a rich relationship between Children's Specialized Hospital and Healthcare Foundation of New Jersey. In 2013, the Healthcare Foundation of New Jersey provided a half-million dollar gift that helped fund the opening of Children's Specialized Hospital's Newark location.

"The generosity of the Healthcare Foundation of New Jersey will allow Children's Specialized to address a prevalent need in the local community," said Philip Salerno, III, President and Chief Development Officer at Children's Specialized Hospital Foundation. "We are so appreciative of their support, which will help children with autism spectrum disorder and their families confront challenges throughout their journey to better overall health."

“The Healthcare Foundation of New Jersey is proud to support this very important work”, said Marsha Atkind, the Foundation’s Executive Director/CEO. “Our experience has taught us about the impact of ACES on both the physical and mental health of all children. Those with special needs have more and different challenges that this program will now address.”

**Children’s Specialized Hospital**, a nonprofit organization, is leading the way into a brighter future for children and adolescents facing special health challenges – from chronic illnesses and complex physical disabilities like brain and spinal cord injuries, to developmental and behavioral issues like autism and mental health. **Children’s Specialized Hospital Foundation** supports the programs and services of the hospital and all donations go directly to helping us pioneer new specialized care and serve more children in need. **To help, or for more information: visit [www.childrens-specialized.org](http://www.childrens-specialized.org); find us on Facebook – [www.facebook.com/childrensspecialized](https://www.facebook.com/childrensspecialized), or follow us on Twitter [@ChildrensSpecNJ](https://twitter.com/ChildrensSpecNJ).**

#### **About the Healthcare Foundation of New Jersey**

The mission of the Healthcare Foundation of New Jersey is to improve the health and well-being of vulnerable, underserved populations in greater Newark and the Jewish community of MetroWest NJ, elevate the quality of community healthcare, reduce disparities in access, and promote the infusion of compassion and humanism into our healthcare system.

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## PRESS RELEASE

Date: July 3, 2018  
For Immediate Release

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### **CHILDREN'S SPECIALIZED HOSPITAL FOUNDATION CELEBRATES A COOL COMEBACK FOR NATIONAL ICE CREAM MONTH**

*95.5 PLJ FM and Applegate Farm Ice Cream bring back two favorite flavors - Sea Salt Caramel  
Chocolate Chunk and S'mores Fluff-A-Nutter - to help children facing devastating illness and injuries*

**MOUNTAINSIDE, NJ** – Summer is finally here and we're screaming for ice cream! July is National Ice Cream month and Children's Specialized Hospital Foundation is teaming up with 95.5 PLJ-FM and Applegate Farm Ice Cream (616 Grove Street, Montclair, NJ) to bring to life two flavors chosen by listeners of Todd & Jayde in the Morning. Now through Labor Day, a donation of 95 cents will be made to Children's Specialized Hospital Foundation for every scoop of the two flavors, Sea Salt Caramel Chocolate Chunk and S'mores Fluff-A-Nutter, that are sold.

"We're excited to partner with Applegate Farm and 95.5 PLJ again this year. We hope everyone will take a break from the summer heat to enjoy these two ice cream flavors and help give back to children and families with special health care needs," said Philip Salerno, III, president and chief development officer at Children's Specialized Hospital Foundation.

Additionally, on Wednesday nights now through August 1, Applegate Farm will be hosting Family Fun Nights featuring live music, a magician, movie showings and of course, ice cream. The DJ starts playing music at 6:30 p.m., magician begins at 7:45 p.m. and movies start at 8:30 p.m.

Movie schedule is as follows:

July 11 – Despicable Me 3  
July 18 – Coco  
July 25 – Jumanji 2  
August 1 – Cars 3

Be sure to snap a selfie with your Sea Salt Caramel Chocolate Chunk and S'mores Fluff-A-Nutter ice cream and share it on social media with #PLJFlavors to be entered to win an ice cream party for 25 from Applegate Farm. Sea Salt Caramel Chocolate Chunk is vanilla ice cream, infused with a sea salt caramel ripple and dark chocolate chunks, while S'mores Fluff-A-Nutter is chocolate graham cracker ice cream with peanut butter and marshmallow fluff ripple and dark chocolate chunks.

Since 1848, people have enjoyed fresh dairy products from Applegate Farm. Located fifteen minutes west of New York City, families from Northern New Jersey and New York have travelled miles to enjoy the nostalgia and charm that Applegate Farm offers.

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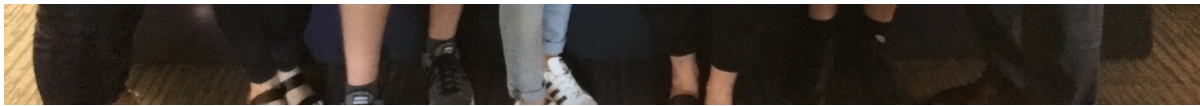


overcome their health challenges. All donations go directly to helping us pioneer new specialized children's care and serve more children in need. To help, or find more information: visit [www.childrens-specialized.org](http://www.childrens-specialized.org); find us on [Facebook](https://www.facebook.com/childrensspecialized) - [www.facebook.com/childrensspecialized](https://www.facebook.com/childrensspecialized), or follow us on Twitter [@ChildrensSpecNJ](https://twitter.com/ChildrensSpecNJ).



Children's Specialized Hospital is teaming up with 95.5 PLJ and Applegate Farm Ice Cream in Montclair, NJ to bring two ice cream flavors chosen by listeners of Todd & Jayde In The Morning – Sea Salt Caramel Chocolate Chunk and S'mores Fluff-A-Nutter. Now through Labor Day, a donation of 95 cents will be made to Children's Specialized Hospital for every scoop of these two flavors sold.





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## PRESS RELEASE

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### **Over \$830,000 Raised for Children's Specialized Hospital Foundation During Miracle Balloon Campaign Thanks to Costco Wholesale**

The annual Miracle Balloon Campaign is the primary fundraising effort made by Costco Wholesale in partnership with Children's Miracle Network Hospitals.

**MOUNTAINSIDE, NJ** – For Children's Miracle Network Hospitals, every month is for making miracles. During the month of May, however, dedicated community partners like Costco Wholesale are especially keen to support the making of miracles at Children's Specialized Hospital by leading fundraisers such as the Miracle Balloon Campaign.

"We are so grateful for Costco Wholesale's partnership," said Nicole Hudson, Director of Fundraising and Operations at Children's Specialized Hospital Foundation. "They are our single largest corporate partner and their longstanding support has helped to ensure that New Jersey's children with special health care needs receive the best possible care at Children's Specialized Hospital."

During the month-long Miracle Balloon Campaign, members of Costco Wholesale are invited to make a donation to Children's Miracle Network Hospitals at the time of checkout. CMN balloon icons are granted to donors and are often displayed at the front of the warehouse in appreciation. The annual Miracle Balloon Campaign is the primary fundraising effort made by Costco in its partnership with Children's Miracle Network Hospitals.

"Here at Costco North Plainfield, the Children's Miracle Network month of May is an exciting time for our employees and our members," said Mike Freeman, General Manager at Costco Wholesale in North Plainfield. "We love it! Bringing the awareness and community spirit of contributing to such a great cause is easy and so rewarding. Specifically mentioning Children's Specialized Hospital gets an immediate positive reaction! So many of our members and our team know about and respect the hospital either from personal experience or that of friends or family. I myself have brought my own child to this great hospital. The tours that Nicole and the team hold each year really refreshes how important it is for our employees and shows you the great work and unfortunate need and really lights the fire to launch our campaign every May! We are already getting ideas for next year!!!"

The Miracle Balloon Campaign is a part of the annual *May is For Miracles* fundraising campaign. All proceeds from *May is for Miracles* campaigns in Northern and Central New Jersey support Children's Miracle Network Hospitals' local beneficiary Children's Specialized Hospital. This year, this campaign is projected to raise over \$830,000 by year end. Regional golf tournaments, a corporate match and other creative fundraising activities increase the fundraising total.

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## About Children's Miracle Network Hospitals

Children's Miracle Network Hospitals® raises funds and awareness for 170 member hospitals that provide 32 million treatments each year to kids across the U.S. and Canada. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment and charitable care. Since 1983, Children's Miracle Network Hospitals has raised more than \$5 billion, most of it \$1 at a time through the charity's Miracle Balloon icon. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible. Find out why children's hospitals need community support, identify your member hospital and learn how you can Put Your Money Where the Miracles Are, at [CMNHospitals.org](http://CMNHospitals.org) and [facebook.com/CMNHospitals](https://facebook.com/CMNHospitals).



Caption: Costco Wholesale employees and customers across the state of New Jersey teamed up with Children's Miracle Network Hospitals to participate in the Miracle Balloon Campaign. This year, the campaign raised over \$830,000 for children with special healthcare needs at Children's Specialized Hospital locations throughout the state.







Caption: Costco Wholesale's Miracle Balloon Campaign helps children like Isabel Rita (pictured), this year's Children's Miracle Network Hospitals Champion who is recovering from a spinal cord tumor. The campaign raised over \$830,000 this year for children with special healthcare needs at Children's Specialized Hospital.



Caption: Costco Wholesale employees and customers across the state of New Jersey continue to participate eagerly in the Miracle Balloon Campaign. This year, the campaign raised over \$830,000 for children with special healthcare needs at Children's Specialized Hospital.

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# MEDIA RELEASE

**Date:** July 11, 2018

For Immediate Release

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## **CHILDREN'S SPECIALIZED HOSPITAL PATIENTS LEARN ESSENTIAL HEALTHY COOKING SKILLS TO HELP MANAGE CHRONIC ILLNESS**

*Wakefern Food Corp.'s \$25,000 donation heats things up for the Let's Cook for Wellness Program*

**MOUNTAINSIDE, NJ** – Wakefern Food Corp., the merchandising and distribution arm for ShopRite supermarkets, recently granted Children's Specialized Hospital Foundation \$25,000 in support of *Let's Cook for Wellness*, a collaborative educational program between Children's Specialized Hospital and Elijah's Promise in New Brunswick, NJ. This unique program provides culinary training and nutrition education for patients in the hospital's Chronic Illness Management Program helping them to manage their chronic illness better and maximize quality of life.

For many young adults suffering from a chronic illness, like diabetes, requires drastic lifestyle changes in order to regain control of their lives. Approximately two-thirds of children and adolescents who have chronic illnesses are non-adherent to their prescribed regimens putting them at greater risk for complications and additional health problems. Diabetes, specifically, affects over 200,000 children and adolescents in the United States and that number is on the rise.

Launched in 2006, Children's Specialized Hospital's Chronic Illness Management program is a comprehensive four to six-week inpatient program for children and adolescents, who struggle to manage their chronic condition. The program provides tools and resources geared specifically towards teens and young adults. From weekly outings to local restaurants, exercise, shopping, counseling to help deal with the emotional aspects of managing their diseases and cooking experiences through the *Let's Cook for Wellness* program, patients are better equipped to manage their chronic illness.

Ayana Hamilton, Patient Care Navigator, Chronic Illness Management Program at Children's Specialized Hospital, has witnessed first-hand the impact of the *Let's Cook for Wellness* program. "Patients learn skills essential to healthy management of their illnesses in real-life settings," said Hamilton. "Parents are also encouraged to take part in the program, and often are ecstatic to see the immediate impact in their child's life."

Karen Meleta, Vice President of Corporate Communications, Wakefern Food Corp., stated, "Wakefern is proud to support Children's Specialized Hospital and their extraordinary commitment to children who face special health challenges. The *Let's Cook for Wellness* program compliments the efforts of our ShopRite Dietitians, who work every day to help families learn about healthy foods and make more nutritional choices."

"Working with community partners such as Wakefern Food Corp. and ShopRite allows us to have a direct impact in helping children with chronic illness learn about proper nutrition and develop the healthy lifestyle they need to live the most productive life possible," said Philip Salerno, III, president and chief development officer at Children's Specialized Hospital Foundation. "The *Let's Cook For Wellness* program is critical to their success."

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#### **About ShopRite**

ShopRite is the registered trademark of Wakefern Food Corp., a retailer-owned cooperative based in Keasbey, NJ, and the largest supermarket cooperative in the United States. With more than 270 ShopRite supermarkets located throughout New Jersey, New York, Pennsylvania, Connecticut, Delaware and Maryland, ShopRite serves more than six million customers each week. Through its ShopRite Partners In Caring program, ShopRite is dedicated to fighting hunger in the communities it serves. Since the program began in 1999, ShopRite Partners In Caring has donated \$43 million to food banks that support more than 2,100 worthy charities. As a title sponsor of the ShopRite LPGA Classic Presented by Acer, ShopRite has donated \$30 million to local organizations, hospitals and community groups. For more information, please visit [www.shoprite.com](http://www.shoprite.com).



Jay Evangelista, a patient of Children's Specialized Hospital's Chronic Illness Management Program, learns cooking skills at Elijah's Promise. This opportunity was funded by Wakefern Food Corp./ShopRite's \$25,000 grant to the *Let's Cook for Wellness* program partnership between Children's Specialized Hospital's Chronic Illness Management Program and Elijah's Promise.





President Joe Sheridan (far right) and Executive Vice President Chris Lane (far left) of Wakefern Food Corp. grant a check for \$25,000 to the *Let's Cook for Wellness* program at Children's Specialized Hospital. The check was presented at the 2018 LPGA Community Luncheon in Galloway, NJ.

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## **CHILDREN'S SPECIALIZED HOSPITAL FOUNDATION BOARD WELCOMES ANGELIQUE CARBO**

**MOUNTAINSIDE, NJ:** In support of the largest pediatric rehabilitation health system in the United States, Children's Specialized Hospital Foundation and its trustees work to ensure financial stability so the Hospital can continue to expertly care for children facing devastating illness and injury. To that end, the Foundation is pleased to announce the appointment of Angelique Carbo to its Board of Trustees.

"The success of the Foundation is considerably impacted by the enthusiasm, leadership, and support of our trustees," said Philip Salerno, III, president and chief development officer, Children's Specialized Hospital Foundation. "I am immensely proud of the work we do together and thankful for their dedication to creating better lives for the children and families who benefit from that work."

**Angelique Carbo** is formerly the Executive Vice President, Chief Human Resources Officer at Selective Insurance Group, Inc. Previously, Ms. Carbo served as the Senior Vice President at ABM Industries. She is a Certified Public Accountant who received her Bachelor's Degree in Accounting from Georgetown University and her MBA in Human Resources and Organizational Behavior from the Kellogg Graduate School of Management at Northwestern University. In 2017, Ms. Carbo was recognized as one of Black Enterprise's 300 Most Powerful Executives in Corporate America. She was appointed to the Foundation's Board of Trustees on February 27, 2018.

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## **CHILDREN'S SPECIALIZED HOSPITAL FOUNDATION WELCOMES JOHN R. BLASI TO BOARD OF TRUSTEES**

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"The success of the Foundation is considerably impacted by the enthusiasm, leadership, and support of our trustees," said Philip Salerno, III, president and chief development officer, Children's Specialized Hospital Foundation. "I am immensely proud of the work we do together and thankful for their dedication to creating better lives for the children and families who benefit from that work."

**John R. Blasi** is an Attorney-at-Law at Lindabury, McCormick, Estabrook & Cooper, P.C. in Westfield, NJ. As a former member of the Board of Trustees for the Robert Wood Johnson Healthcare Cooperation and RWJ Health Network, and a current member of the John F. Byrne Foundation, The Humming Board Foundation, Inc., the Elizabethtown Foundation, as well as Children's Specialized Hospital, Blasi brings extensive experience to the Foundation's Board. Furthermore, Blasi is highly involved with the community as the former President of many local organizations including the Rotary Club in Westfield, NJ, Crestview Tennis and Swim Club in New Providence, NJ, the Summit, NJ Police Athletic League, and the American Red Cross, New Jersey Chapter. Blasi, Children's Specialized Hospital's appointee, was elected to the Foundation Board on February 27, 2018.

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