

PRESS RELEASE

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**CHSofNJ Raises over \$10,000 for Vulnerable Babies and Children
through Annual *Red Rose Day* Flower Sale**



Caring volunteers from Kohl's Princeton, Kohl's Hamilton, and Bloomberg stand with Pamela V. Cipriano, CHSofNJ Director of Corporate Development & Volunteerism during Red Rose Day; a day of friends, flowers, and philanthropy at CHSofNJ's Trenton office.

Trenton, NJ (May 05, 2015) – With the help of teams of volunteers and community partners, The Children's Home Society of New Jersey sold 800 bouquets of roses and spring flowers to raise \$10,100 for the at-risk babies and children of New Jersey and Eastern Pennsylvania. Employee volunteers from Kohl's Princeton, Kohl's Hamilton, and Bloomberg arranged bouquets, prepared deliveries, and helped CHSofNJ staff and trustees sell flowers at locations throughout the area for CHSofNJ's Red Rose Day fundraiser on March 25th, 2015.

Red Dose Day was a grass roots event initiated by the agency's Bucks County Auxiliary over 30 years ago, and now includes 20 corporate and community partners in Bucks (PA), Mercer (NJ) and Ocean (NJ) Counties. The purpose of the event is to raise awareness of the needs of the most vulnerable children of our communities and encourage members of our community to show their support with flowers –the red rose being a universal symbol of love.

If you or your employer is interested in learning more about CHSofNJ's Red Rose Day, or how your office can become a pre-order or point-of-sale location for next year's springtime event, contact Denise Wentzler at 609-695-6274 x153 or dwentzler@chsofnj.org.

About The Children's Home Society of New Jersey

The Children's Home Society of New Jersey is a nonprofit child and family serving agency whose mission is to save children's lives and build healthy families. Founded in 1894, the agency protects abused or neglected infants and at-risk children by ensuring stable, permanent, and loving homes for each and every child it serves. All services are confidential and most are free. For more information, visit our website at www.chsofnj.org.