



\$5,000 Grant is Awarded to National Council of Jewish Women, Essex County Section from Ronald McDonald House Charities

Livingston, N.J., July 31, 2011—The National Council of Jewish Women, Essex County Section (NCJW), received a first-time grant of \$5,000 for its Third Annual Back 2 School Store from Ronald McDonald House Charities of the New York Tri-State Area, headquartered in Roseland, N.J.

The NCJW Back 2 School Store provides an opportunity for economically disadvantaged children in Essex County to “shop” for back-to-school essentials in a one-day-only “store” set up just for them in a 4,000 square foot space. With the assistance of NCJW volunteer personal shoppers, each child is escorted through the department-store-like space to select pants, shirts, sneakers, undergarments, a winter jacket, and a backpack in their favorite colors and styles. Each child also receives school supplies – including binders, notebooks, pencils, a calculator, and a dictionary – as well as a small supply of personal care items. All of the merchandise is brand new, purchased or donated by NCJW and its sponsoring partners.

Held on July 31, this year’s event served nearly 500 children and required more than 350 volunteers to plan, organize, and work at the “store.”

“We are so grateful to Ronald McDonald House Charities for their key role in helping our third annual Back 2 School Store come to fruition,” said Jill Sorkin Johnson, president of NCJW. “Their generosity went a lot way toward ensuring that hundreds of children had the clothes and supplies they needed to start off the school year right.”

About National Council of Jewish Women, Essex County Section

The National Council of Jewish Women (NCJW) is a grassroots organization of volunteers and advocates who turn progressive ideals into action. Inspired by Jewish values, NCJW strives for social justice by improving the quality of life for women, children, and families and by safeguarding individual rights and freedoms. With more than 3,200 members, Essex County Section is the largest of the more than 100 NCJW Sections around the country. The Section was founded in 1912 and

maintains offices in Livingston, N.J. For more information, log on to www.ncjwessex.org.

About Ronald McDonald House Charities of the New York Tri-State Area

The Ronald McDonald House Charities of the New York Tri-State Area is working to better the lives of children and their families in our communities, by creating and supporting programs that directly improve the health and well-being of children in the areas of health, education, the arts, and civic and social services. Since 1992, RMHC-NYTSA has provided more than \$10 million dollars to local non-profit organizations whose programs improve the well-being of children and their families. For further information on the Ronald McDonald House Charities New York Tri-State Area, visit www.rmhcnewyorktri-state.org.

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Image attached

Caption: Helping Disadvantaged Children Go Back to School Well Equipped

Cutline: Janice A. Mulligan, Chapter Coordinator for Ronald McDonald House, presents a check for \$5,000 to Jill Sorkin Johnson, President, National Council of Jewish Women, Essex County Section, to support the Third Annual NCJW Back 2 School Store, which took place on July 31, 2011.