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Pamper Yourself at P.R.I.D.E. Program Fund-Raiser!

IMMEDIATE RELEASE

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On Feb. 23, indulge in a haircut, blowout, manicure or another personal service at the Trendz Salon in Florham Park, and you will feel extra special because your beauty treatment also will support ECLC of New Jersey's P.R.I.D.E. program fund-raising campaign.

Trendz Salon at 186 Columbia Turnpike is offering a 10 percent discount on all services that day from 10 a.m. to 3 p.m., and donating 30 percent of sales to the P.R.I.D.E. campaign. ECLC is trying to raise \$450,000 to renovate and expand the P.R.I.D.E. Center in Florham Park, where adults with Down syndrome, autism and other developmental disabilities, learn to cook, read in book club, create arts and crafts, stretch in yoga class, earn a paycheck and accomplish much more.

Salon owner, Raul Grippaldi, came up with the fund-raising idea after hearing about P.R.I.D.E. through one of his stylists, Darissa Guerrero, whose sister, Lauren, is a director at P.R.I.D.E. "I hear it's a wonderful program, and we just want to help the young people at P.R.I.D.E. as much as we can," he said. In addition to the discounted services, clients can snack on light refreshments and enter a chance to win a door prize.

Through the generous support of friends, corporations and foundations, ECLC is well on its way toward reaching its \$450,000 goal. A big boost came from the Leon and Toby Cooperman Family Foundation, which pledged a \$125,000 matching challenge grant. Toby Cooperman was a learning disability teacher consultant at ECLC's school in Chatham for 25 years. She retired last June and now

serves on the ECLC Board of Directors. She and her husband, Leon, quietly contributed to the needs of ECLC for many years, and now, they are trying to encourage others to support the nonprofit. All donations, including those from the Trendz Salon fund-raiser, will be matched by the Coopermans' grant.

This ambitious \$450,000 improvement project will transform the P.R.I.D.E. Center in Florham Park, including:

- Adding 10,000 square feet of space.
- Expanding the space used for in-house, contracted work.
- Creating eight skill development rooms, a teaching kitchen and a model apartment.
- Purchasing several 10-passenger vans to transport clients into the community for daily activities, such as book club, fitness and volunteering.

The Morris P.R.I.D.E. Center opened six years ago and has grown rapidly. It enrolls more than 100 adult clients, employing 35 staff, utilizing nine vans for transportation and includes evening and work components as well as a second center in Paramus.

About ECLC

Founded in 1970, ECLC of New Jersey is a nonprofit offering a network of lifelong services – education, employment and enrichment -- to children and adults with special needs, including autism, Down syndrome and severe learning and/or language disabilities.

ECLC has its roots in education but branched out into adult services and now serves nearly as many adults as children through its network of affiliated programs and agencies. ECLC runs schools in Chatham and Ho-Ho-Kus for students with special needs who require services that their home public school districts cannot provide. As students prepare to graduate, ECLC's employment arm, Community Personnel Services (CPS), based in Chatham, guides them into the next chapter of their lives. CPS finds them meaningful jobs and provides ongoing support and advocacy in the workplace. Graduates who are not ready for work can enroll in P.R.I.D.E.

The ECLC Foundation supplements funding for all of these entities to ensure the children and adults with special needs can reach their full potential in life. Learn more about ECLC at www.eclcofnj.org.