



October 2011

### **Organization**

The American Red Cross of Central New Jersey is a nonprofit organization dedicated to promoting safety. Every year, this Red Cross chapter responds to over a hundred local disasters such as house fires and floods; holds over 300 blood-collection drives; teaches First Aid, CPR, and disaster preparedness; and delivers hot meals to over 200 homebound clients. The American Red Cross of Central New Jersey also has an active Youth Council made up of high school students. These youth organize volunteer projects such as teaching First Aid to elementary students, preparing "blizzard bags" for the elderly, and receiving disaster-response training.

### **Event**

The Youth Council is beginning to plan for its seventh annual *dance-a-thon*, slated for December 10th, 2011. This dance marathon will benefit the programs and services of the American Red Cross of Central New Jersey and the Measles Initiative ([www.measlesinitiative.org](http://www.measlesinitiative.org)), a partnership striving to globally eradicate measles. To raise funds, high school students from Mercer, Middlesex, and Hunterdon counties solicit sponsorship in return for their promise to dance for 4 consecutive hours. The event, planned by high school students, will have a live DJ and give-away prizes. This year 300 high school students are expected to attend. Through their dedication, the Youth Council hopes to raise \$20,000.

### **Request**

The American Red Cross of Central New Jersey requests that you make a monetary donation or give an in-kind gift to be offered as a fundraising incentive to the students that raise the most funds.

### **Date the Donation is Needed**

By Friday, December 2nd, 2011

### **Company Recognition**

With gratitude, the American Red Cross of Central New Jersey will provide your company free advertisement, commensurate to your company's gift (see Ad Journal Order Form). You are invited to provide an advertisement to be printed in the *dance-a-thon* Ad Book and to be projected on the wall at the event by emailing [piercyj@usa.redcross.org](mailto:piercyj@usa.redcross.org). An announcement will be made at the event, calling attention to your generous contribution.

### **American Red Cross of Central New Jersey Contact Information**

American Red Cross of Central New Jersey

Suite 101  
(609) 951-2123  
[piercyj@usa.redcross.org](mailto:piercyj@usa.redcross.org)

Attn. Joelle Piercy 707 Alexander Road,  
Princeton, NJ 08540