



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Recent “Drive By” Birthday Celebration Trend Takes Place for Developmentally Disabled Resident Quarantined to Local Group Home

Young Man’s family does not let COVID Crisis stop them from sharing in-person birthday wishes!

<April 22 -- River Edge, NJ>

New Concepts for Living (NCFL), a 501(c)(3) organization that provides housing, day care and other services to adults with developmental disabilities, like other organizations and businesses, was forced to suspend its Day Program services last month and quarantine individuals to their community residences (group homes).

On April 22nd, “JC”, who turned 40, was greeted by over 20 members of his family who stopped by holding signs, honking, and singing ‘Happy Birthday’ outside his River Edge Group Home.

“These ‘Drive By’ Birthdays have become a National trend during this time, and we are glad our residents are included,” explained Steve Setteducati, NCFL’s Chief Executive Officer. “Quarantine, and the lack of familiar routines, can be especially difficult on this special-needs population. The drive by was a welcome distraction for the residents and staff in River Edge,” he continued.

Adults with intellectual and developmental disabilities need 24/7 supervised care, and this pandemic is taking its toll on them, their families, and their caregivers. Keeping these individuals occupied and distracted can be challenging during quarantine but organizations like New Concepts for Living are working hard to ensure their safety as well as their mental well-being.

About NCFL: *New Concepts for Living is committed to caring for and enriching the lives of adults challenged with developmental disabilities. NCFL provides a safe and nurturing environment where everyone can attain their highest level of independence. Founded in 1981 by a small group of parents with limited options for the care of their adult children, NCFL has grown to become a premier provider of programs and services in New Jersey, including:*

Adult Achievement Center Day Program
Community Residences (Group Homes)
Behavioral Services

Nursing
Community Inclusion
Transportation