



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Local non-profit rallies in response to Meadowland's Chamber "Operation Bright Day"

New Concepts for Living responds as Meadowland's Chamber of Commerce reaches out to local businesses in support of The Veteran's Home of Paramus, which has been hit hard by the Pandemic.

<May 5, 2020 – Rochelle Park>

New Concepts for Living (NCFL), a 501(c)(3) organization that provides housing, day care and other services to adults with developmental disabilities is responding to a request for supplies and support to brighten the spirits of residents at the Veteran's Home of Paramus.

Jim Kirkos, President of the Meadowland's Chamber of Commerce, and nephew of a Vet who resides at the Nursing Home, reached out to his members in response to the situation there (and at many nursing homes across the country) due to the effects of COVID-19. New Concepts for Living, a member of the chamber's non-profit committee, immediately reacted.

"Many of our residents have volunteered at the Veteran's Home and when we saw Mr. Kirkos' email, we jumped into action! We want to let everyone there know we have not forgotten them and that we truly are 'in this together,'" explained Deena King, NCFL's Marketing and Programs Support Manager. The developmentally disabled adults in our community residences (group homes) have been under quarantine as well. This was a great way for them to feel like they are helping and doing something worthwhile right now," she further explained.

The NCFL residents, ranging in age from 21 to 89, live in the organization's supervised group homes throughout Bergen and Passaic Counties. They have been drawing pictures, signs and cards for their friends at the Veteran's Home, as part of their daily activities. NCFL's Achievement Center Day Program was forced to shut down, due to the Pandemic and direct care staff as well as Day Program Managers have been keeping residents busy in their homes. The package will be organized and shipped on Tuesday, May 5th, in honor of 'Giving Tuesday Now,' an emergency global day of giving.

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**