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Contact: Cynthia Burns: cyburns@ramapo.edu or Cathleen Davey; cdavey@ramapo.edu

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**DEADLINE EXTENDED FOR NOMINATIONS FOR THE RUSS BERRIE
AWARD FOR MAKING A DIFFERENCE**

*Uncommon Acts for the Common Good
Earn Everyday Heroes Extraordinary Recognition
Deadline for Nominations Is March 14, 2008*

MAHWAH, N.J., February 21, 2008 — The deadline for nominations for the 2008 Russ Berrie Award for Making a Difference have been extended through Friday, March 14, 2008. New Jerseyans who have made a significant difference in their communities through a heroic effort or a lifetime of service are eligible for cash awards of up to \$50,000.

Established in 1996 by the late Russell Berrie, founder of Russ Berrie and Company, Inc., and Ramapo College of New Jersey, the awards honor “unsung heroes” from throughout the state of New Jersey. Up to 19 individuals will be recognized for making a significant difference to the well-being of their community during the annual spring award ceremony at Ramapo College in Mahwah.

The Russell Berrie Foundation — named in 2001 as the Outstanding Foundation by the Association for Fundraising Professionals (New Jersey Chapter) — will provide monetary awards of up to \$50,000, \$35,000 and \$25,000 as well as runner-up grants of \$2,500 each.

“Through this award, we honor the contributions of people who don’t seek recognition for what they do, yet generously give of themselves to make the world a better place,” said Angelica Berrie of Englewood, president of The Russell Berrie Foundation.

Nominees will be reviewed by an Advisory Board, which is co-chaired by Josh S. Weston, honorary chairman, Automatic Data Processing, Inc., and Dr. Peter P. Mercer, president of Ramapo College of New Jersey. The Board, comprised of eminent New Jersey business leaders and professionals, will evaluate nominations submitted by community groups, houses of worship, educators, representatives of the media and others. Following this evaluation, based on criteria refined by the Board, the group will present the awards at a ceremony in May. Among the criteria is the impact the cash award will have on the lives of the heroes themselves.

(more)

Last year, the top honorees included a Wayne man for his work as a host parent and trip administrator for Healing the Children; a Mahwah women, the founder of Pony Power Therapies, for her work with disabled children; and a college student from Livingston who saved two children from drowning during her holiday break.

For more information on The Russ Berrie Award for Making a Difference or to nominate someone, please contact:

The Russ Berrie Award for Making a Difference
c/o Office of the President
Ramapo College of New Jersey
505 Ramapo Valley Road
Mahwah, New Jersey 07430
Phone: (201) 684-7910

Nomination forms are also available on the Internet at www.russellberriefoundation.org or www.ramapo.edu. Once again, the deadline for entries is Friday, March 14.

Russ Berrie founded Russ Berrie and Company, Inc. in 1963, and over the last 40 years built the business into the world's premier gift company. In addition to his business accomplishments, Berrie devoted boundless energy and resources to numerous charitable causes.

Sharing that passion to make the world a better place, Angelica Berrie serves as Worldwide Chair of Gilda's Club, a free support community for men, women and children living with cancer, their families and friends. She heads the Russell Berrie Foundation in its work to foster continuity and enrichment of Jewish communal life, support issues of health, either research or treatment, with emphasis on diabetes and humanism in medicine, and recognize individuals who have made a significant difference in the lives of others.

Ramapo College of New Jersey is the state's public liberal arts college, serving 5,700 undergraduate and graduate students from more than 20 states and 60 nations. The College, which offers more than 700 courses and 40 academic programs, was ranked by *U.S. News & World Report* among the top public universities (master's) in the region. The campus center for performing and visual arts – the site of the Russ Berrie Award for Making a Difference ceremony – is named in honor of both Mr. Berrie and his wife Angelica.

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