

FOR IMMEDIATE RELEASE

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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 13, 2009*

MAHWAH, N.J., March 3, 2009—The deadline for nominations for the 2009 Russ Berrie Award for Making a Difference has been extended through Friday, March 13, 2009. 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 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.

Last year, the top honorees included a photographer who publicized the plight of adoption-eligible children mired in the foster care system, a woman who travels each week to distribute sandwiches, soups and stews to the homeless and needy in Newark and the founder of a full-service respite and family support agency for children with developmental disabilities.

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. The deadline for entries is Friday, March 13.

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