



FOR IMMEDIATE RELEASE

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Nationwide Volunteer Campaign Comes to Edison

EDISON –With each passing minute another eruption of laughter added to the busy hum of a Friday afternoon fourth floor activity room at Roosevelt Care Center at Edison.

Closer inspection of the long-term care center’s social hub would reveal a space teaming with L’Oreal USA employees, residents, a whirling roulette wheel, rolling dice and the sparsely unbroken shuffle of a deck of oversized cards.

For L’Oreal Assistant Manager Jennifer Zebrowski, and a handful of her fellow consumer products division coworkers, this is a return visit to Roosevelt on the company’s national volunteer day.

“This is a different response than carnival day,” Zebrowski mentioned to a nearby colleague, referencing the prior year’s program. “We need to do this more often.”

As in years past, they joined the ranks of the cosmetic and beauty company’s more than 3,000 employees, who annually volunteer one day each June, collectively devoting more than 12,000 hours of community service to a cause or organization of their choosing, L’Oreal’s website states.

“They’ve been at the veteran’s home, the food bank, gardening with the YMCA,” Zembrowski said of the L’Oreal’s New Jersey staff. “We’re all over the place today.”

For their part, this Cranbury-based branch of the corporation has made a reoccurring appearance to visit with the seniors residing at Middlesex County’s Edison facility.

In addition to throwing last week’s mock casino event, the L’Oreal crew also hosted a few rounds of musical bingo.

“They need this,” said Roosevelt Recreational Aid Karen Wexler. “They look forward to the volunteers coming and they really have a blast.”

Shrouded in beads – game prizes for the taking– residents repaid each act of kindness with a mere smile and quite frequently, a good laugh.

At the close of their visit, the volunteers summed up their efforts with a single motto: “The L’Oreal Team is proud to volunteer because our community is worth it.”

For more information on Roosevelt Care Center at Edison, an operation overseen by the Middlesex County Improvement Authority, log onto www.rooseveltcarecenter.com or call 732-321-6800.

MEDIA CONTACT: *Jane Leal, 609-655-5141, jl@mciauth.com*