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REBUILD HOBOKEN RELIEF FUND LAUNCHES

Grass Roots organization rises to fill gaps in aid

Hoboken, NJ, December 18, 2012 – The Rebuild Hoboken Relief Fund officially launched today in a news conference held in the Waiting Room of the Hoboken Terminal at Lackawanna Plaza in Hoboken. The new charitable organization, which sprang up immediately after Sandy, announced its mission to help residents, businesses and local charities recover from losses incurred in the superstorm. Bernard Kenney, chairman of Rebuild Hoboken Relief Fund, and Scott Delea, board member, announced the availability of the organization’s aid application and qualification guidelines and revealed a timeline for distributing funds. Also announced was a major gala fundraiser to be held January 26, 2013 in Hoboken.

Within hours of the storm on October 29th, donations started coming into Hoboken, and the Rebuild Hoboken Relief Fund quickly became the central fundraising entity responsible for the local rebuilding effort. Kenney said that the goal is to make sure that any person, business or local charity in need realizes some benefit. “We know the need is great, and there is a considerable gap between available funds from FEMA and reimbursement, if any, from insurance. We’d like to close the gap and do all we can to offset the financial burden that so many in our community have experienced.”

Kenney announced that the organization has created an application form for residents, businesses and charities to apply for help. The application process can be done online at <http://rebuildhoboken.org/> or by requesting a paper copy. The organization plans to begin dispersing aid in February.

Mayor Zimmer spoke of the extensive damage to the city, reiterating points she made last week to a Congressional committee in Washington. Hoboken, its residents and businesses

incurred an estimated \$100 million worth of damage from the hurricane. The city sustained 97% of the property damage in Hudson County, New Jersey.

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Scott Delea, board member and managing partner of Inflexion Interactive, a Hoboken-based business, spoke about the variety of planned fundraising activities that will build the relief fund. According to Delea, Rebuild Hoboken Relief Fund already has received \$250,000 in donations. "The upcoming gala is expected to greatly augment the funds, and will honor the vibrancy and resiliency of our town." The organization has secured the Hoboken Terminal for the event and is working to involve local musicians and celebrities. In the meantime, the organization's website serves as a local calendar of fundraisers that feed the Rebuild Hoboken Relief Fund.

Delea noted there have also been over 20 grass roots fundraising events already staged by caring individuals, organizations and businesses, which have donated proceeds to Rebuild Hoboken Relief Fund. They include Hoboken Hair, which conducted a "Hoboken Strong Cut-a-Thon;" Village Pourhouse, which raised money with the help of celebrity bartenders, the Manzo brothers of The Real Housewives of New Jersey fame; Hoboken Co-Ed Softball's annual league party; comedy shows and many others. Several businesses contributed, including Marsh & McLennan Companies, Major League Baseball and CVS. Donations have come from as far as Los Angeles and New Orleans. One particularly heartfelt donation came from Bennett Davis, a businessman with Corporate Realty in New Orleans, who spearheaded a lunch time fundraiser with the tenets of a downtown office building to raise \$10,000 as a way to "return the favor" for all the support his city received after Hurricane Katrina. Davis came to Hoboken last week to present the check to Rebuild Hoboken Relief Fund.

The seven-person board of Rebuild Hoboken Relief Fund represents all facets of the Hoboken community: residents, business owners, government officials and clergy. Besides Kenny, Zimmer and Delea, the other members of the board are Annette Tomarazzo, formerly of the Municipal Hospital Authority, Larry Henriques, Monsignor Robert Meyer, pastor, Saints Peter & Paul Church and Joseph Mindak, publisher, hMAG.

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