



FOR IMMEDIATE RELEASE

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**SPECIAL PEOPLE HELPING OTHERS (SpPHO) Hosts First Official Event —
3 for 1 Bracelet Day — on November 11, 2007
Co-sponsored by DIAL, Inc., JCC MetroWest and JSDD**

New organization creates meaningful opportunities for individuals with developmental disabilities to build self-esteem and social awareness by helping others

SHORT HILLS, NEW JERSEY (October 29, 2007) — Special People Helping Others (SpPHO), a new organization that creates meaningful opportunities for individuals with developmental disabilities to build self esteem and social awareness by helping others, will host its first official event — *3 for 1 Bracelet Day* — on November 11, 2007, from 1:30 p.m. – 5:00 p.m. Teams, including volunteer coordinators and individuals with developmental disabilities, will sell SpPHO's blue, SpPHO-branded bracelets at various locations throughout Millburn, New Jersey, and the surrounding area. The bracelet sales will be concluded with a celebration for and recognition of all volunteers at Millburn's Bauer Community Center at 100 Main Street / Taylor Park.

Co-sponsored by DIAL, Inc., JCC MetroWest and JSDD, SpPHO's kick-off event is an opportunity for individuals with developmental disabilities to build self-esteem and social awareness through fundraising for two noteworthy causes: hunger (Meals on Wheels Association of America) and healthcare (Doctors Without Borders). SpPHO chose to support these two vital charities since they are easy for volunteers with developmental disabilities to conceptualize; everyone needs food and medicine.

SpPHO's *3 for 1 Bracelet Day* is a rare opportunity to support three charities with a single donation (3 for 1). First, the bracelet sales support SpPHO's core mission: to give individuals with developmental disabilities the chance to build self-esteem and social awareness by helping others. *And* each bracelet sale financially supports two valuable organizations: Meals on Wheels Association of America and Doctors Without Borders – since SpPHO gives 100% of all donations in equal portions to these two worthy causes.

SPECIAL PEOPLE HELPING OTHERS (SpPHO) Hosts First Official Event / add one

To make this possible, SpPHO's generous donors and corporate sponsors provide funding for all administrative and event-related costs, including the cost of SpPHO's special bracelets.

"Throughout my life, I have noticed that individuals with developmental disabilities are typically the recipients of a variety of forms of charitable assistance. It has been my personal experience, though, that these individuals are in many cases quite capable and actually happiest when helping others – even if in very simple ways," said Zachary Peskin, founder of Special People Helping Others (SpPHO). "I created SpPHO to give individuals with developmental disabilities the chance to build self-esteem and social awareness by helping others. SpPHO's *3 for 1 Bracelet Day* is our inaugural event to support this mission. I expect and hope that this is just the first of many successful SpPHO events that empower people with developmental disabilities and remind them — and all of us — that *everyone*, regardless of a disability, can make a difference in our world.

SpPHO was founded in 2007 by Millburn High School student Zachary Peskin whose brother, Adam, is developmentally disabled. For more information on Special People Helping Others (SpPHO), visit www.sppho.org.

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About Special People Helping Others (SpPHO)

Special People Helping Others (SpPHO) creates meaningful opportunities for individuals with developmental disabilities to build self-esteem and social awareness by helping others. SpPHO believes that individuals with developmental disabilities have tremendous potential to be a positive force in our communities and can achieve remarkable benefits in personal growth through their efforts. SpPHO is a 501(c)(3) organization and was founded in 2007 by high school student Zachary Peskin whose older brother, Adam, is developmentally disabled. For more information, please visit www.sppho.org or email Zachary at founder@sppho.org.

About DIAL, Inc.

DIAL, Inc. is a Center for Independent Living, which is part of a statewide network of non-residential centers designed and operated to provide services to individuals with significant disabilities. DIAL, Inc. is organized and operated as a 501(c)(3) non-profit agency. These services include: Information and Referral, Advocacy, Peer Support, and Independent Living Skills Training. The agency has a 25-year history of serving consumers living with disabilities that reside in Passaic and Essex Counties. DIAL, Inc. promotes the full inclusion of all people living with disabilities into society and encourages its consumers and the community at large to seek involvement in this self-governing organization to the fullest extent. For more information, visit www.dial-cil.org.

About JCC MetroWest

JCC MetroWest has been at the center of its community for 130 years bringing people together while providing educational, social, cultural and fitness programs. JCC MetroWest's two centers, the Leon & Toby Cooperman JCC in West Orange and the Lautenberg Family JCC in Whippany, plus its day-camp, Camp Deeny Riback, serve an area that covers 400 square miles - from New York City to the east in Essex County and extending to the outlying suburbs of Morris County to the west. Through JCC MetroWest's classes, theater events, summer camps and community-wide festivals, the organization touches approximately 50,000 people each year. For more information, visit www.jccmetrowest.org.

About JSDD

Jewish Service for the Developmentally Disabled of MetroWest, Inc. (JSDD) is the lead, multi-purpose agency dedicated to providing an integrated program of community education, advocacy and services for individuals with developmental disabilities and their families. JSDD strives to maximize the potential of individuals with developmental disabilities and promotes opportunities for their integration into the Jewish and general communities. For more information, visit www.jsddmetrowest.org.

CALENDAR EDITORS, PLEASE NOTE:

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When: Sunday, November 11, 2007
1:30 p.m. – 5:00 p.m.

Where: Bracelet sales
1:30 p.m. – 3:15 p.m.
Various street corners and storefronts throughout Millburn, New Jersey, and the surrounding area.

Post-event celebration
3:30 p.m. – 5:00 p.m.
Bauer Community Center – 100 Main Street / Taylor Park
Millburn, New Jersey

Information: For more information, visit www.sppho.org or email SpPHO founder Zachary Peskin at founder@sppho.org.

Editors note: To attend and/or request photos from the event, please contact Lauren Petersen at 312.643.5222 or email lauren@sangollc.com.