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NEWS

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RE: NJCU AMONG INITIAL SUPPORTERS
OF UNIQUE STATEWIDE PROJECT
TO BENEFIT U.S. VETERANS

FOR: IMMEDIATE RELEASE

New Jersey City University is among the initial donors to “52 Reasons to Love a Vet,” a non-profit project launched recently by the Hunterdon Healthcare Foundation that will provide financial assistance to United States veterans in the areas of health and education, including preventive medical and dental services, health and wellness classes, integrative medicine, and tuition.

With its numerical component representing the number of playing cards in a standard deck, “52 Reasons to Love a Vet” consists of “playing cards” created by world-renowned illustrators specifically for this project. The artwork will be exhibited throughout New Jersey to raise funds and awareness. Playing cards, prints and posters of the images, and project books will be sold at exhibit receptions and online.

The project is the brainchild of Ella Rue '05 M.A. of Califon, NJCU director of marketing for academic programs. The mother of a two-time veteran, Ms. Rue conceived the idea when she realized that governmental support for returning veterans often falls short in the areas of health and education.

In addition to Ms. Rue, several NJCU staff members are also involved in the project, including Dr. James Broderick of Glen Ridge, an associate professor of English who edited the book; Dennis Dittrich of New York City, an associate professor of art who created the black joker; Gary Gordon of Woolwich Township, webmaster for the Department of Information Technology who is maintaining the project's website; and Dr. Kathy Rennie of Union, an associate professor of national security studies/marketing whose marketing class has adopted the project as its “client” for the semester.

To donate, to purchase merchandise online, or for information about hosting a reception or exhibit visit www.52reasonstoloveavet.org. Donations by check may be mailed to the Hunterdon Healthcare Foundation, 9100 Wescott Drive, Suite 201, Flemington, N.J.; designate "Love a Vet" in the memo.

Information for veterans seeking assistance is also available on the project website.