

PRESS RELEASE
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Young Men's Mitzvah Project Benefits Medical Center Babies

(Jersey City) -- Many synagogues and families have begun asking Bar and Bat Mitzvah candidates to perform "tzedakah" or "social action" projects as part of their mitzvah preparations. As North Caldwell teens Jed Entin and Mitchell LaPoff approached their Bar Mitzvah last year at Agudath Isreal Congregation, they thought about collecting money to purchase infant car seats, and donating the seats to parents who couldn't afford to buy them. They looked to the Children's Hospital of Hudson County at Jersey City Medical Center to see if there was a need. Assistant Director of Case Management Nancy Floom estimated that at least eight new mothers every month do not have the funds to purchase a car seat for their newborn.

The boys, who just completed eighth grade at West Essex Junior High School, went into action collecting donations. With the help of their families, they even created a non-profit foundation, the Ride of My Life Foundation, to facilitate collecting the donations and to keep the program going into the future. In fact, next year, the boys will pass the torch to their respective siblings, twelve-year-olds Niki Entin and Jared LaPoff.

The boys collected enough money to purchase fifteen infant car seats, which they and their families delivered to Jersey City Medical Center on June 11, 2006. While at the hospital, Nurse Manager Mary Daley gave them all a tour of the Kazmir Family Regional Perinatal Center, where they visited the babies in the Intermediate Care Nursery and the Neonatal Intensive Care Unit. As she pointed out one of the babies who weighed just over one pound, Nurse Daley explained how, as the Regional Perinatal Center, the

Medical Center cares for the area's smallest and sickest babies until they are strong enough to go home.

When babies are ready to go home, if they are taken in a car, New Jersey law requires that they be placed in a rear-facing car seat for optimum safety. The car seats Jed and Mitchell worked hard to donate will be given directly to parents of babies born at the Medical Center who cannot afford to purchase a car seat for their child. "LibertyHealth is so grateful for this generous donation of car seats," said Ms. Floom. "A leading cause of preventable unintentional injury-related deaths for children is the lack of car seat usage. LibertyHealth families and children will truly benefit from this thoughtful Mitzvah project."

LibertyHealth is the region's largest health care provider and includes the new Jersey City Medical Center, Meadowlands Hospital in Secaucus, Greenville Hospital in Jersey City, Liberty Home Care, and Liberty Rehabilitation Institute. Jersey City Medical Center serves as the region's disaster preparedness health leader, Children's Hospital of Hudson County, regional perinatal center, regional trauma center including ambulance and paramedic services, and LibertyHeart Institute including open-heart surgery. The Medical Center is a teaching affiliate of the Mount Sinai School of Medicine.



Members of the Entin and LaPoff families visit the Neonatal Intensive Care Unit at LibertyHealth's Jersey City Medical Center after donating fifteen car seats for parents who cannot afford them.