

# Rhodia to match \$5,000 from community

By LAURIE PELLICHERO  
Special to The Times

Rhodia Inc. of Cranbury has pledged to match the next \$5,000 in contributions to the 2005 Times Holiday Appeal, making it the third area company to challenge the community to be generous.

This season's holiday appeal will benefit the American Red Cross of Central New Jersey.

Previously, Infinity Foundation of Princeton pledged to match the first \$10,000 raised and American Standard, which operates a Trane manufacturing facility in Trenton, followed with a match challenge for the next \$5,000.

Both of those challenges were met and the appeal total has reached \$31,935 to date.

Solicitations for donations to the appeal will end Sunday, so readers are encouraged to respond quickly to ensure Rhodia's match.

Rhodia is a global specialty chemicals

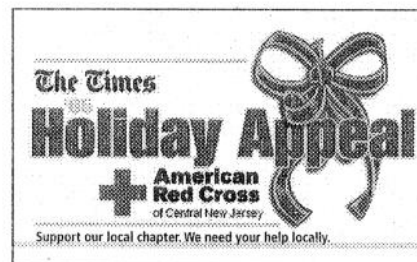


company recognized for its strong technology positions in applications chemistry, speciality materials and services, and fine chemicals.

Rhodia does not produce consumer goods but its chemistry delivers unique properties for thousands of consumer products ranging from cosmetics, soaps and shampoos to food, medicines, vehicles, textiles, electronics and fuels and many other product categories.

In North America, Rhodia employs about 1,800 people at 22 United States and Canadian locations. Nearly 400 employees work at the company's North American headquarters in Cranbury.

"Rhodia has for many years taken an



interest in Red Cross programs where our employees live and work across the country," said James Harton, president of Rhodia Inc. "From that experience, we know that the Red Cross is always prepared to deliver vital services locally, for emergencies large and small and for other programs that often go unnoticed."

"We challenge Times readers to match our support for programs that make a difference in our communities," he said.

"The Red Cross is grateful to have a community partner in Rhodia," said Kevin Sullivan, CEO of the American Red

Cross of Central New Jersey. "Its support for Red Cross efforts, both locally and around the world, is commendable as well as appreciated."

Recent donors include James Disler of Ewing, \$100; Mary and Gerald Ford of Hightstown, \$100; George Neilson of Princeton, \$100; Wendy Byrne of East Windsor, \$100; and John Parente of West Windsor, \$25.

Many thanks to these benefactors.

The Times deducts no overhead expenses. All money goes directly to the designated nonprofit agency.

To make a donation in support of the American Red Cross of Central New Jersey, please make your check payable to The Times Holiday Appeal and mail or deliver it to: 500 Perry St., Box 847, Trenton, N.J. 08605. To make a donation online, visit [www.redcross.org](http://www.redcross.org).

All gifts will be acknowledged. Anonymity, if requested, will be granted.

For more information about the American Red Cross of Central New Jersey, please call (609) 951-8550 or visit the Web site at [www.njredcross.org](http://www.njredcross.org).