

PRINCETON

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Last chance to donate to Appeal

By LAURIE PELLICHERO
Staff Writer

Solicitations for donations to The Times 2005 Holiday Appeal for the American Red Cross of Central New Jersey conclude today.

Thanks to the generosity of Times' readers and local companies, \$36,290 has been raised so far to support the local chapter, which is facing a shortfall because of tremendous support for the victims of large-scale disasters in the past year.

On Wednesday, Rhodia Inc. of Cranbury pledged to match the next \$5,000 raised by the community, a challenge that Times readers are close to meeting.

"I am humbled by the outpouring of generosity from you, the Holiday Appeal supporters," said Kevin Sullivan, CEO of the American Red Cross of Central New Jersey. "With your donations, we can stand ready. With your donations, we can take action. With your donations, we can save a life."

Over the past six weeks, readers have learned about many of the vital programs and services offered by the American Red Cross of Central New Jersey.

One last example is the Trenton Schools Safety Initiative, in which the local chapter partnered with Trenton Public Schools to provide a Red Cross First Aid and CPR program for teachers and students in various grade levels throughout the Trenton school system.

Funding for this program was provided by Saturn of Bordentown, Greenfield Dodge, Princeton BMW/Mini, Precision Acura of Princeton, Volvo of Princeton, Lawrence Toyota and Allen Haldeman dealerships.

The New Jersey Coalition of Automotive Retailers, which also provided funding through the Charles E. Walton Charitable Foundation, made the coordination of the funding provided by these dealerships possible.

The training of students in the program began in September 2004 and continued through June 2005.

First Aid for Children Today (FACT) provided training for 3,795 students in grades K-3. This portion of the program included a leader's kit for teachers and a FACT fun book for students with coloring, puzzles, stickers and activities that teach health promotion and injury prevention.

Basic Aid Training, geared for children in grades 3-5, introduced 2,491 students to safety information and first aid procedures for breathing difficulties, bleeding, poisoning, burns, shock and other emergencies.

Community First Aid and Training, which targeted students in grade 11, trained individuals to recognize and care for life-threatening respiratory or cardiac emergencies in infants, children and adults and to overcome any reluctance to act in emergency situations. About 570 students and 21 instructors participated in this portion of the initiative, which also included Red Cross CPR and first aid instruction.

Not even six months into the program, two students used their skills to save two lives.

Ashley Hines, a Trenton High School student, said, "I really enjoyed taking the CPR course. It actually taught me useful skills. I care for a lot of kids to make some extra money, and I feel comfortable knowing more about safety and what to do if an emergency comes up.

"I actually had the opportunity to use some of the skills when a kid I was watching started to choke. I was able to use abdominal thrusts to get the hot dog out. The parents were very grateful and I felt really good about what I was able to do," Ashley said.

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 hand deliver it to: 500 Perry St., Box 847, Trenton, N.J. 08605. To make a donation online, visit 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.