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The Times, Sunday, December 4, 2005

# Infinity Foundation issues challenge to Appeal donors

By LAURIE PELLICHERO  
Special to The Times

Infinity Foundation of Princeton has pledged it will match the first \$10,000 raised by The Times Holiday Appeal and challenged the community to be generous this season.

This year, donations resulting from the appeal will go to the Red Cross of Central New Jersey to support its services and programs which provide relief for victims of disasters in our area and help people prevent, prepare for and respond to emergencies.

Infinity Foundation is a Princeton-based private foundation started by Rajiv Malhotra with his own funds. Malhotra took early retirement from the telecommunications industry to start the

foundation and operates it full time. Infinity Foundation's past support of the Red Cross has included disaster preparation programs after Sept. 11, 2001 and fund raising with the Indian American diaspora after the Indian earthquake.

Malhotra serves on the Red Cross board and his wife is a volunteer. The Infinity Foundation also works on tsunami-related projects in India, AIDS-related projects in the United States and India and various educational and research programs to foster a better cross-cultural and pluralistic understanding among diverse peoples of the world, particularly in the United States.



"I've witnessed the great services the American Red Cross of Central New Jersey provides to the local community, as well as the important role they play in responding to national and international disasters," Malhotra said. "This Red Cross chapter is always there to provide hope when needed and now they need our help. I challenge the community to match the contribution made by Infinity Foundation to The Times Holiday Appeal."

The Times began its latest appeal for holiday donations on Thanksgiving Day.

"What a way to start the Holiday Appeal," said Kevin Sullivan, CEO of the Red Cross of Central New Jersey. "Infinity Foundation has jumped in and issued this challenge just as it always does when support is needed for the Red Cross. We appreciate its commitment and hope the community steps up to the challenge and makes this appeal another Trenton Times success."

"It is wonderful that Infinity Foundation has pledged a \$10,000 match for the Holiday Appeal," said Times publisher Richard Bilotti. "This will double the effect of contributions from The Times' readers and will certainly be an incentive. It also sends a message about how important the local Red Cross is right here in our community."

Thank you, Infinity Foundation, for this substantial contribution."

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., B 847, Trenton, NJ 08605. To make a donation online, visit [www.njredcross.org](http://www.njredcross.org).

All gifts will be acknowledged and anonymity, if requested, will be granted.

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

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