

Children's Specialized Hospital Trustee Receives Two Distinguished Honors

MOUNTAINSIDE, N.J., Jun. 24 /CSRwire/ - Children's Specialized Hospital and Foundation is proud to announce that Morris Lenczicki, treasurer for the Foundation's board of trustees and vice president of industrial systems applications at L'Oréal USA, has the distinct honor of receiving the coveted New Jersey State Governor's Jefferson Award in Executive Leadership and was nominated as one of NJBiz magazine's Healthcare Hero 2013 Volunteer of the Year.

Mr. Lenczicki received these prestigious honors for his personal commitment and success in fundraising for Children's Specialized Hospital in partnership with L'Oréal USA, based in Clark.

"I can't think of a person more deserving of this special recognition than Mr. Lenczicki. He literally spreads volunteerism and philanthropy wherever he goes," said Philip Salerno, III, president and chief development officer, Children's Specialized Hospital Foundation.

In the spring of 2008, Mr. Lenczicki organized a committee of L'Oréal USA employees to plan a golf event to benefit the hospital. As this event grew, so did the need for the many volunteer opportunities associated with it. Under Mr. Lenczicki's leadership, L'Oréal USA employees have donated their time and talents to their "Fore the Children" golf charity event which raised \$550,000 in 2012 alone and \$2 million dollars in total. The committee has also been instrumental in coordinating the participation of over 150 key L'Oréal suppliers, by providing them a unique opportunity to network together during the event.

"The proceeds have been used to renovate therapy rooms, create a family resource center, honor employees and most recently to fund GetWell Network, a new interactive patient care bedside technology that would have not been possible without the support from Mr. Lenczicki and the entire L'Oréal USA team," said Mr. Salerno. "Every child, family member and staff member has been positively impacted by L'Oréal USA's generous partnership; our patients and families are happier and more comfortable with access to technology and entertainment, and our clinical team is thrilled that the family has immediate access to educational materials, and can identify and solve challenges quicker than we have seen before."

In addition to finding volunteers who help to organize and execute a successful fundraiser, Mr. Lenczicki has motivated others to participate in the "L'Oréal USA Volunteer Day" where over 500 employees have come to the hospital to help with its greatest volunteer needs since 2008.

"Many L'Oréal USA employees have developed a deep rooted commitment to the welfare of Children's Specialized Hospital," says Morris Lenczicki, vice president of industrial systems applications at L'Oréal USA. "Over the years of supporting the hospital, we have learned that many of our employees and partners are amongst the thousands of families that have been, or may be, positively impacted by Children's Specialized expert care."

Mr. Lenczicki embodies what it means to be a Jefferson Award honoree and Health Care Volunteer Hero both in business and in the community.

The Jefferson Awards were founded in 1972 by Sam Beard, Jacqueline Kennedy and Senator Robert Taft to honor people who perform outstanding community service. The awards are the official volunteer recognition program of the U.S. Senate and the White House. Mr. Lenczicki was honored for the "Executive Leadership" award. This special award recognizes individuals in executive positions in private or public sectors whose commitment to volunteerism extends throughout their organization, utilizing their status to motivate others and generate response to meet the unfulfilled needs of the community. The 2013 honorees were celebrated at a special reception on June 4, 2013 at the Newark Museum.

The Healthcare Heroes awards program honors individuals and organizations making a significant impact on the quality of healthcare in New Jersey. Finalists were selected in eleven categories: Corporate Achievement, Education Hero-Individual, Education Hero-Organization, Hospital of the Year, Innovation Hero-Individual, Innovation Hero-Organization, Nurse of the Year, Nursing Home/Assisted Living Facility of the Year, Physical Therapy Rehabilitation Center of the Year, Physician of the Year and Volunteer of the Year. Finalists and winners were chosen by an independent panel of judges. The Healthcare Heroes awards finalists were recognized and the winners in each category were announced during a breakfast awards ceremony on June 18, 2013 at the Palace in Somerset Park in Somerset, New Jersey.

Children's Specialized Hospital is the preeminent provider of rehabilitation services for children with special needs. The hospital serves children affected by brain injury, spinal cord injury, premature birth, autism, developmental delays, and life-changing illnesses. Children's Specialized Hospital has 10 sites in New Jersey and treats 20,000 children each year, making it the largest pediatric rehabilitation system of its kind in the nation. Services include outpatient services, acute rehabilitation, and long-term care through its sites in Bayonne, Clifton, Egg Harbor Township, Mountainside, Toms River, Fanwood, Hamilton, New Brunswick and Roselle Park as well as outreach programs in many communities. Children's Specialized Hospital Children's Specialized Hospital is an affiliate member of the Robert Wood Johnson Health System and a proud member of the Children's Miracle Network Hospitals. Children's Specialized Hospital Foundation supports the programs and services of the hospital. The Foundation is ranked among the top six pediatric hospital foundations in the country. To help, or find more information: visit www.childrens-specialized.org; find us on Facebook – www.facebook.com/childrensspecialized or follow us on Twitter @ChildrensSpecNJ.

L'Oréal USA, headquartered in New York City, is the largest subsidiary of the L'Oréal Group, the world's leading beauty company. In addition to corporate headquarters in New York City, L'Oréal USA has Research and Innovation and Manufacturing and Distribution facilities across seven other states including Arkansas, Illinois, Kentucky, New Jersey Ohio, Texas and Washington. The company's portfolio of leading brands includes Lancôme, Giorgio Armani Beauty, Yves Saint Laurent Beauté, Viktor & Rolf, Diesel, Cacharel, L'Oréal Paris, Garnier, Vichy, La Roche-Posay, L'Oréal Professionnel, Kérastase and Shu Uemura Art of Hair. The U.S. is the base for product development, international marketing and advertising of L'Oréal's thirteen American brands: Maybelline New York, Soft-Sheen.Carson, Kiehl's Since 1851, Ralph Lauren Fragrances, Essie Cosmetics, Redken 5th Avenue NYC, Matrix, Mizani, Pureology, SkinCeuticals, Dermablend, Clarisonic and Urban Decay. For more information on our brands visit www.lorealusa.com or follow us on Facebook at L'Oréal USA - Corporate Facebook Page and Twitter @LOrealUSACorp.

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