

## **L'Oréal USA Raises a Total of \$2.58 Million for Children's Specialized Hospital Foundation**

MOUNTAINSIDE, N.J., Sep. 13 /CSRwire/ - An incredible 530 golfers turned out September 10, 2013, for the sixth annual L'Oréal USA "Fore the Children" charity golf event, which raised \$575,000 to benefit the Children's Specialized Hospital Foundation. This year's fundraising adds to the \$2 million raised by L'Oréal USA since 2008. L'Oréal USA continues its commitment to the state of NJ by employing close to 2,500 people with a second headquarters located in Berkeley Heights.

Hosted by L'Oréal USA Operations Americas, based in Clark, the outing took place at two area golf clubs, Fiddler's Elbow Country Club in Bedminster and Fox Hollow Golf Course in Branchburg.

The event's special guest was Children's Specialized Hospital patient Bryce Patrick and his family. Nearly 800 attendees at this year's Fore the Children Golf Outing had the chance to hear his touching story. Bryce suffered a traumatic brain injury after being hit and dragged by an SUV while crossing the street. Bryce had life threatening injuries including a front left hemisphere brain hemorrhage. He was in a coma, respirator dependent and had several brain surgeries. His parents' prayers were answered and Bryce awoke from the coma but needed intensive rehabilitative care which included the Children's Specialized Hospital outpatient brain injury program.

Bryce attends Children's Specialized Hospital five day a week out-patient program for patients with traumatic brain injuries. "What's great about Children's is that they knew our entire family was impacted greatly by Bryce's accident" said Kristal Weekes, Bryce's mom. They don't just treat the patient; they helped our entire family through the recovery process. There is no way Bryce would be where he is now if not for the compassionate staff at Children's Specialized Hospital."

The funds raised at this year's golf outing will support the expansion of the PSE&G Children's Specialized Hospital in New Brunswick. The 60-bed pediatric inpatient rehabilitation hospital serves children affected by brain injury, spinal cord injury, premature birth and life-changing illnesses. The expansion, slated to begin in fall of 2013, will create 8 new beds, for patients just like Bryce to receive intensive physical, occupational, speech and psychological therapies. With L'Oréal's support, the hospital hopes to serve even more children in need of inpatient rehabilitative care.

"We are once again extremely grateful to all of our sponsors, employees and participants who generously donated and volunteered their time for this event especially our L'Oréal USA Charity event Steering Committee," stated Morris Lenczicki, event chairman, treasurer of Children's Specialized Hospital Foundation Board of Trustees, and VP of Operations Americas at L'Oréal USA.

"L'Oréal's generous contributions and efforts have had a profound affect on the patients and families we serve," said Phil Salerno, President and Chief Development Officer of Children's Specialized Hospital Foundation "In addition to fundraising, so many L'Oréal USA employees have volunteered their time to help make each patient's stay a little brighter. We are fortunate to have L'Oréal USA as a part of the Children's Specialized family."

Many suppliers, donors, and event sponsors supported the event. The top sponsor list includes: Walker International, Unette Corporation and RockTenn.

**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 ten 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 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.childrenspecialized.org](http://www.childrenspecialized.org); find us on [Facebook](https://www.facebook.com/childrenspecialized) – [www.facebook.com/childrenspecialized](https://www.facebook.com/childrenspecialized), or follow us on Twitter [@ChildrensSpecNJ](https://twitter.com/ChildrensSpecNJ).

**L'Oréal USA**, headquartered in New York City with a secondary headquarters in Berkeley Heights, NJ, is the largest subsidiary of the L'Oréal Group, the world's leading beauty company. L'Oréal USA's research facilities are located in Clark, NJ and the company employs 2,487 employees across the state. L'Oréal USA also has Manufacturing and Distribution facilities across six other states including Arkansas, Illinois, Kentucky, Ohio, Texas and Washington. For more information on our brands visit [www.lorealusa.com](http://www.lorealusa.com).

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