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Bridge Foundation Responds to Hurricane Sandy

NEW CANAAN, CT -- Bridge Foundation delivered two high-powered generators to Newark, New Jersey and truckloads of Diageo bottled water to Edison and Hillside, New Jersey in response to Hurricane Sandy which caused unprecedented damage throughout the northeast.

The generators and water are part of Diageo's Spirit of the Americas Humanitarian Aid program that provides hands-on assistance in the wake of natural disasters. Bridge Foundation staff arrived in Hillside, New Jersey on Wednesday October 31st to deliver bottled water to The Community Food Bank of New Jersey that works in 18 counties with 1500 local partner agencies. A second truck of bottled water arrived Friday November 1st to a warehouse that was used by volunteers as a base to distribute van loads of water to affected areas.

A pair of 280kw generators was delivered to the Newark, NJ Fire Department and Emergency Operations Center. The first was placed at the Geraldine Gigi Foushee retirement home, in the heart of Newark. The more than 900 residents were without power for more than five days and the generator, which went online Friday morning, is being used to power the HVAC system, lights - and most importantly - the elevators for this 11-story building. With power restored residents were also able to recharge batteries for wheelchairs and a myriad of other necessary medical devices.

The second generator was placed at Engine Company 16 in Newark, where Firefighters usually operate three fireboats to patrol the Passaic River. Their role changed significantly over Sandy's duration as the boats are being used to extract residents from their flooded homes and other locations along the lower Hudson River and to deliver emergency equipment to locations inaccessible by land.

Bridge Foundation staff and volunteers were on hand as both generators went online.

About Bridge Foundation:

Bridge Foundation, an IRS registered 501c(3) organization, has been a vital asset to people in need around the world delivering medical and nutritional aid in times of natural – and manmade – disasters. Bridge Foundation provides humanitarian assistance directly to people in need, regardless of race, religion, ethnicity, or political affiliation. Bridge Foundation provides immediate humanitarian response -- including support to community medical practitioners with much-needed instruments and other medical equipment and supplies along with training and health education. With their long-standing global relationships, Bridge Foundation is able to accomplish its missions by acquiring vast human resources, material and medical supplies available from developed nations -- and “bridging” with community-based healthcare and aid providers in impoverished countries and regions *everywhere* around the world. Because of Bridge's extensive global humanitarian experience, relationships, logistical network and understanding of specific country protocols, Bridge Foundation knows how to navigate through time-wasting red tape allowing them to be on the ground first to administer assistance -- from Darfur to Afghanistan to Haiti – to the Jersey Shore, Long Island and the Gulf Coast – The Bridge Foundation and their partners continue to make a difference.

For more information on how Bridge delivers – and how you or your organization can become part of our global social responsibility network, visit us at:

www.bridgefoundation.org

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