

THE PAUL & PHYLLIS
FIREMAN
CHARITABLE
FOUNDATION

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**THE PAUL & PHYLLIS FIREMAN CHARITABLE
FOUNDATION DONATES \$500,000 IN SUPPORT OF SIX
JERSEY CITY ORGANIZATIONS**

*Jersey City Mayor Jerramiah T. Healy Joins Dignitaries for Announcement at
Liberty National Golf Club on November 12th*

JERSEY CITY, NJ (November 10, 2008) – The Paul & Phyllis Fireman Charitable Foundation will announce a total of \$500,000 in grants to six Jersey City organizations to support programs that aim to create opportunities for those within the Jersey City community. The announcement will be made at an event hosted by Liberty National Golf Club on Wednesday, November 12, 2008 from 12:30 PM- 2 PM.

The foundation was created by former Reebok International CEO and co-founder of Liberty National in Jersey City, Paul Fireman, and his wife Phyllis. The Fireman Foundation grants are the first donations made to programs outside of the organization's home state of Massachusetts. The Foundation's expanded presence in Jersey City is an effort to provide financial resources to programs aimed at improving the livelihood of its residents and the revitalization of the community.

"Our Foundation's core values support helping people help themselves and the grants are just one way we give back to a community that has welcomed us and the development of Liberty National," said Paul Fireman. "I am very pleased to be providing these outstanding organizations with financial means to help them improve the quality of life of Jersey City's residents."

"I am delighted that The Paul & Phyllis Fireman Charitable Foundation has decided to make such a generous donation to these charities which together seek to create new opportunities for people and bring real benefits to the local community," said Jerramiah T. Healy, Mayor of Jersey City, NJ. "I thank Paul and Phyllis for making the effort to help revitalize our area."
(DRAFT)

The organizations and programs receiving support are:

- Educational Arts Team / Camp Liberty - Brings together children from all areas of Jersey City and uses the arts to motivate children to find creative applications for their youthful energy and natural curiosity.
- Hudson Cradle - Hudson Cradle is a Group Home in Jersey City providing full, nurturing care to homeless infants with special health and developmental needs.
- Urban Angels - Daycare center providing safe and quality childcare.

- Women Rising - A community based organization providing services in economic development, social services, and advocacy
- York Street Project - A center for homeless and economically disadvantaged women and children; providing them with food, shelter, education, child care, counseling and advocacy.
- St. Patrick's & Assumption / All Saints School - National Catholic Educational Association (NCEA) under the guidance of Father Squeo and Reverend Schiller.

For more information on The Paul and Phyllis Fireman Foundation, visit www.ppffound.org or call 617-482-5620.

ABOUT THE PAUL AND PHYLLIS FIREMAN FOUNDATION

The Paul and Phyllis Fireman Foundation is a family foundation based in Boston, Massachusetts. It dedicates a major share of its funding resources to ending family homelessness in the Commonwealth and beyond. The Foundation also supports a range of other causes.

The Foundation was created by Paul Fireman, former CEO of Reebok International, and his wife Phyllis, after Reebok became a public company in 1985. The trustees are Paul and Phyllis, their three children and their spouses. Annual giving has been at the \$4–8 million level for the past decade, but will rise to over \$12 million in 2007.

ABOUT LIBERTY NATIONAL

Liberty National is a one-of-a-kind, world-class golf course located on nearly a mile of New Jersey waterfront overlooking the Manhattan skyline. Minutes away from the city by private launch, Liberty National will offer exclusive Five-Star luxury facilities, including the Clubhouse. The \$129 million, Tom Kite and Bob Cupp-designed course, which opened in June 2006, sits on the Western bank of the Hudson River, facing Lady Liberty. The site includes three residential towers with almost 1,000 units. For more information, visit www.libertynationalgc.com.

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