



NEWS RELEASE

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**Luhrs & Associates Collects Over 800 Pounds of Linens, School Supplies &
Children's Books for Ramapough Lenape Nation**

(Leonia, New Jersey; November 19, 2008)--Luhrs & Associates of Leonia, New Jersey sponsored over several months linens, school supplies and children's book drives to support the Ramapough Lenape Nation, a tribe of Native American people indigenous to northern New Jersey and the lower New York state areas. Over 800 pounds of new and gently used linens, school supplies, and children's book were collected and donated to Ramapough Mountain Indians, Inc., a non-profit, tax-exempt organization based in Mahwah, New Jersey that services the Ramapough Lenape Nation.

The drives were conducted as part of Luhrs & Associates' *In the Community Program*, an initiative that undertakes an annual community service project to assist non-profit organizations working with populations in need. The initiative also provides pro-bono marketing, public relations, and management services to selected non-profit organizations.

The New Jersey Committee on Native American Community Affairs' Report to Governor Jon S. Corzine outlined in December 17, 2007 several issues that the Ramapough Lenape Nation are addressing, such as education, employment, health care, and others. "The drives raised awareness about the tribe, these issues, and the hardships they have endured due to toxic dumping and sink holes that have swallowed some tribal members' homes. With economic conditions continuing to worsen, the drives helped members of the Ramapough Lenape Nation, who are experiencing difficult times, said Joyce Luhrs, President, Luhrs & Associates, a creative marketing, public relations and management solutions company.

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“The linen drive aided several segments of the Ramapough Lenape Nation, including their seniors, who are living on fixed incomes and cannot afford to purchase new linens. The school supplies and children’s book collections provided families with much needed resources to give their children. These drives created momentum, educated people throughout the United States about the situation and spurred them to donate needed resources to help the Ramapough Lenape Nation.”

Collaboration in the Community is Critical

“I was very impressed with the successful efforts of Luhrs & Associates. They effectively organized and conducted the linen and school supply drives that benefited many members of the Ramapough Lenape Nation. Our nonprofit organization, Ramapough Mountain Indians, Inc., is committed to helping tribal members in need. By collaborating with Luhrs & Associates, our nonprofit has been able to carry out its mission and assist with community service efforts that have helped New Jersey’s and New York’s Ramapough Indians,” stated Eileen DeFreece-Wilson, former Chairperson, Ramapough Mountain Indians, Inc.

Ms. DeFreece-Wilson explained that partnerships, such as the one with Luhrs & Associates, are crucial for the success of not-for-profit entities. “Clearly, the collaboration between Luhrs & Associates and Ramapough Mountain Indians, Inc. has proven to be an excellent example of how community involvement activities not only benefit those in need, but they forge positive relationships that can lead to future endeavors,” she said.

In the Community Program Activities

Luhrs & Associates has undertaken several community projects through the *In the Community* initiative. For the past two years, the company collected greeting card drives that were given to Bergen Family Center of Englewood and Hackensack, New Jersey for their senior art programs. In 2005, Luhrs & Associates sponsored a linen drive that helped Shelter Our Sisters, a non-profit agency that provides temporary housing for battered women and children in Northern New Jersey. Other drives for clothing, fabric, and household items were launched for the Healthy Start Programs servicing the Navajo Nation in Arizona and the Lakota Sioux on the Pine Ridge Indian Reservation in South Dakota.

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This year, the company's consultants provided public relations advisement to non-profit representatives attending the Craigslist Foundation's Nonprofit Boot Camp and the NPO Central **Advice-Link** one-on-one free consulting sessions held at ADP in New York.

About Luhrs & Associates

Luhrs & Associates provides creative marketing, public relations, and management solutions for businesses and non-profit organizations throughout the United States. Clients include celebrities such as Ron Ananian the Car Doctor™ heard on WOR Radio, businesses, schools, and non-profit organizations. Results are achieved with polished marketing and public relations strategies, plans, and campaigns; expert community outreach; program development and management; article development and placement, and management services.

For further information about Luhrs & Associates' services and programs, call 201-592-9126.

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