

2008 New Jersey State Jefferson Awards



JOEL AND SUSAN HOLLANDER YOUR 2008 AWARDS MEDALIST

NOMINATED BY BRUCE BOBBINS



From left: Sam Beard, co-founder of the Jefferson Awards, medalists Joel and Susan Hollander, and George Arwady, Publisher of The Star-Ledger



From left: Susan and Joel Hollander

Joel Hollander went to his infant daughter's crib to feed her. He gasped when he saw that four-and-a-half month old Carly Jenna was blue and not breathing. He and his wife Susan called 911, but it was to no avail: Carly Jenna became one of the thousands of babies who die each year from Sudden Infant Death Syndrome (SIDS). Losing their daughter was the beginning of a now fifteen year crusade for the Hollanders to increase funding for SIDS research and raise awareness of risk reduction methods. They established, in

Carly Jenna's memory, the CJ Foundation for SIDS with the goal that no parent would be faced with the profound loss of his or her baby to SIDS. Through their tireless efforts, more than \$50 million has been raised for SIDS research, awareness, and support services. Of greater importance, SIDS deaths have decreased by as much as 40% within the last decade. Today, the CJ Foundation is the largest nationwide voluntary health organization dedicated to the special needs of the SIDS community.

Do you know someone who makes a difference in your community?

If you do, then nominate them for the prestigious Jefferson Award by visiting www.nj.com/jeffersonawards

Jefferson Awards honor ordinary people who, through public service, do extraordinary things for other people, their community, their nation, or the environment.



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