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**Inserra Supermarkets, Inc. & L&S Packing Co. Launch “Partners in Progress” to Support People with Developmental Disabilities**

(Bergen County, New Jersey)—Inserra Supermarkets, Inc. and L&S Packing Company announced the “Partners in Progress” program to support the New Concepts’ Disabled Children Foundation’s (NCDCF) mission to help people with developmental disabilities and their families. The companies pledged to donate proceeds from the sale of L&S Packing Company’s Paesana gourmet Italian specialty sauces that are sold in all Inserra ShopRite and select ShopRite stores located in New Jersey and New York. The announcement was made at the corporate headquarters of Inserra Supermarkets, Inc. in Mahwah, New Jersey.

The ‘Partners in Progress’ program raises awareness about the pressing issues and needs of people with developmental disabilities. “This is a perfect example of what can be done when industry and the non-profit sector work together to help the developmentally disabled lead productive lives. The partnership between Inserra Supermarkets, Inc. and L&S Packing Company with the New Concepts Disabled Children’s Foundation will help to make a difference for them and their families and raise awareness about the pressing issues and needs of people with developmental disabilities,” said Homer J. Cudia, Chairman, New Concepts.

“On a tour of New Concepts’ facilities, we learned about the needs of people with intellectual and developmental disabilities and saw the range of services and programs that the organization’s Achievement Center offers them. Our participation in this program provides a mechanism for our company to be involved and help to make a difference in the lives of people with developmental disabilities,” said Vincent Romano, Sales Manager, L&S Packing Company, Inc.

Members of the public, who want to support the NCDCF’s work to help people with developmental disabilities and their families, may purchase Paesana pasta sauces in these participating ShopRite stores in New Jersey--Ramsey, Fairlawn, Oakland, Lodi, Palisades Park,

- more -

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Lyndhurst, Wayne, North Bergen, Emerson, Northvale, West Milford, Hillsdale, Hoboken, Jersey City, Hackensack and New Milford. Participating ShopRite locations in New York are in West Nyack, New City and Garnerville.

The NCDCF cultivates ongoing revenue streams that enable New Concepts for Living, Inc. (New Concepts), a community non-profit organization based in Rochelle Park, New Jersey, to help people with developmental disabilities and their families obtain much needed services, as well as enhancing those currently offered. New Concepts was founded 20 years ago by a small group of parents concerned about the future of their sons and daughters with developmental disabilities.

**About New Concepts’ Disabled Children’s Foundation**

New Concepts’ Disabled Children’s Foundation (NCDCF) is a non-profit, tax-exempt organization committed to helping people with disabilities and their families. The NCDCF develops and organizes New Concepts for Living, Inc.'s (New Concepts) major fund-raising activities and establishes alliances and partnerships with other organizations, businesses, and individuals. The Foundation cultivates ongoing revenue streams that enable New Concepts to initiate new services that help families waiting for critically needed ones, as well as enhancing those currently provided. New Concepts’ Disabled Children’s Foundation, New Concepts, and their partners work closely together to build community awareness about the organization’s services, promote support, raise funds and create special events.

**About New Concepts for Living, Inc.**

Twenty years ago, New Concepts was founded by a small group of parents concerned about the future of their sons and daughters with developmental disabilities. New Concepts is a community non-profit organization committed to people with disabilities and their families. Inspired by the vision of families and people with developmental disabilities, New Concepts enables people to realize their dreams and to achieve their individual potential through quality community programs and services that include housing, vocational and day program training, recreation, advocacy, and family education and support.

For further information about New Concepts or the New Concepts’ Disabled Children’s Foundation, call 201-843-3427 or visit their web sites at [www.ncfl.net](http://www.ncfl.net) and [www.ncdcf.com](http://www.ncdcf.com).

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Photo Attached.

Homer J. Cudia (left), Chairman of New Concepts for Living, Inc., Lawrence Inserra, Jr., CEO of Inserra Supermarkets, Inc., and Vincent Romano, Sales Manager of L&S Packing Company, Inc., announce the launch of “Partners in Progress” to support the New Concepts’ Disabled Children’s Foundation work with people with developmental disabilities and their families.