



## FOR IMMEDIATE RELEASE

April 17, 2015

OceanFirst Foundation

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### OCEANFIRST FOUNDATION LAUNCHES ITS CROWDRISE CHALLENGE

*74 Jersey Shore nonprofits are participating in the \$25,000 Challenge  
Local charities raise over \$30,000 in the first 24-hours*

Toms River, New Jersey – OceanFirst Foundation’s Charity Challenge on Crowdrise.com is back and already on just the first day of the four week Challenge, the 74 participating Jersey Shore nonprofits have raised more than \$30,000. Crowdrise is about raising money online for causes and having the most fun in the world while doing it. Crowdrise was founded by actor and activist, Edward Norton, producer and activist Shauna Robertson, and internet entrepreneurs Robert and Jeffrey Wolfe. Crowdrise was named a "Top 25 Global Philanthropist" by Barron's and a "Top Fundraising Website" by Mashable. The OceanFirst Charity Challenge [www.crowdrise.com/oceanfirstcharitychallenge](http://www.crowdrise.com/oceanfirstcharitychallenge) offers more than \$25,000 in incentive grants and prizes for organizations participating in the Challenge with the top three organizations raising the most money during the Challenge period receiving grants from OceanFirst Foundation - \$15,000 (1<sup>st</sup>), \$5,000 (2<sup>nd</sup>) and \$2,000 (3<sup>rd</sup>). The challenge kicked off on April 16<sup>th</sup> and runs through May 15, 2015.

“Last year’s Charity Challenge, our first ever, was so much fun and so successful – with the participating charities raising more than \$300,000 - that we decided to bring it back and make it bigger and better. To help charities get the word out about their great causes and participation in the Challenge, we’ve added a new Video Challenge with up to an extra \$6,000 in prize grants to be awarded. It’s going to be an exciting four weeks,” said Katherine Durante, Executive Director of OceanFirst Foundation.

Since its founding in 1902, OceanFirst Bank has built a solid reputation and legacy as a good neighbor and responsible corporate citizen. The Bank’s strong commitment to helping families, organizations, schools and communities throughout central New Jersey meet their financial needs has spanned several generations, reaching new heights in 1996 with the creation of OceanFirst Foundation. The Foundation provides grants to organizations that meet community needs within the OceanFirst market area. Since its inception, OceanFirst Foundation has contributed in excess of \$25 million to over 600 local charities and schools in Ocean, Monmouth and Middlesex counties that meet needs such as Health and Wellness, Housing, Youth Development and Education and Improving Quality of Life.

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