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2015 CDPHP CHARITY OF CHOICE CAMPAIGN OFF TO A STRONG START

*Northern Rivers Family Services selected as the beneficiary
of a yearlong employee fundraising effort*

ALBANY, N.Y., February 3, 2015 — The 2015 CDPHP Charity of Choice campaign is off to a great start, with employees rallying to support the first fundraisers of the year, which netted nearly \$1,700 for [Northern Rivers Family Services](#) (NRFS).

The nonprofit serves as the parent organization for Parsons Child and Family Center of Albany and Northeast Parent & Child Society of Schenectady. Annually, these two longstanding family service agencies collectively serve more than 13,000 children and families grappling with behavioral health issues or recovering from trauma, abuse, or neglect.



Each year since 2010, CDPHP has adopted a “charity of choice” – a nonprofit organization that employees are encouraged to support not only financially, but also through personal volunteer involvement. Over the last five years, CDPHP and its employees have raised more than \$200,000 for the chosen charities.

“Northern Rivers is a natural fit for the CDPHP Charity of Choice, as their mission directly aligns with the CDPHP mission of building stronger communities,” said John D. Bennett, MD, president and CEO, CDPHP. “Each year, CDPHP employees wholeheartedly embrace the Charity of Choice and, judging from our first fundraiser, they are certainly enthusiastic in their support of Northern Rivers. We look forward to a successful year of fundraising and volunteerism.”

“We are honored to be chosen as the recipient of CDPHP’s philanthropic support,” stated John Henley, CEO, Northern Rivers Family Services. “Our longstanding relationship and collaboration with CDPHP help give us the strength to provide a successful and healthy future for the children, families, and communities that we both serve.”

Employee-based fundraising activities have run the gamut from outings (Albany Devils, ValleyCats, bowling, and comedy events, among others) to Mother’s Day and holiday plant sales, chicken BBQ events, a silent auction, prize drawings for paid vacation days and preferred parking, and more.

About CDPHP®

Established in 1984, [CDPHP](#) is a physician-founded, member-focused and community-based not-for-profit health plan that offers high-quality affordable health insurance plans to members in 24 counties throughout New York. CDPHP is also on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Pinterest](#).

About Northern Rivers Family Services

[Northern Rivers Family Services](#) was established in 2012 through affiliation with longstanding family service agencies Parsons Child and Family Center and Northeast Parent & Child Society. Together, the agencies of Northern Rivers improve the lives of more than 13,000 children and families across 41 counties each year through specialization in a wide spectrum of social service programs. Northern Rivers is also on [Facebook](#), [Twitter](#), and [YouTube](#).

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