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Mary Pat Christie, First Lady of New Jersey, Encourages Corporations to be Socially Responsible

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December 7, 2010 (National Distribution) Community Options, a national nonprofit organization that supports people with disabilities, has long worked to connect with corporations across the country to mutually support each other. Corporate Social Responsibility (CSR) is becoming more and more prominent among the public and private sectors and is the dotted line that is connecting these two worlds together for the greater good.

Recently, Mary Pat Christie, First Lady of New Jersey became the Honorary National Chairperson of the Cupid's Chase 5K Run hosted by Community Options. The run takes place on February 12, 2011 in 24 cities across 10 states on the same day and at the same time.

"I encourage corporations across the United States to become involved with the Cupid's Chase 5K Run that supports an important cause – community housing and employment for people with disabilities," says Mary Pat Christie. "Community Options is a fantastic cause to align with to increase your corporate social responsibility efforts," she added.

Although the term "CSR" - for Corporate Social Responsibility - started in the early 1970s, it is a term that is beginning to gain wider traction and broader, inherent meaning. Highly debated and criticized as a way to distract from the fundamental economic role of business, CSR is proving to achieve the opposite. The purpose of CSR is to help organizations achieve both their business missions and social missions.

A majority of the world would equate being involved with a nonprofit organization with the act of giving money. This is not always the case.

"When a corporation signs on to help our organization, that could look like so many things," says Robert Stack, President and CEO of Community Options. "Some corporations want to volunteer for a day so they will paint the inside of a group home, some corporations wish to be outside during a beautiful spring day so they do all of the spring cleanup for a group home. A person's time is very valuable to us," he added.

To become involved with Community Options or the Cupid's Chase 5K Run, please visit them at www.comop.org or call 609-951-9900. You can also find the organization on Facebook and follow them on Twitter.

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