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Local New Jersey Florist Partners with The Tony Awards

Community Options, Inc. • Reader Submitted • June 11, 2010

Vaseful Flowers and Gifts is a social enterprise operated by Community Options, Inc. (COI). COI is a national nonprofit organization founded in 1989 to develop homes and employment opportunities for people with developmental disabilities.

Vaseful is the only nonprofit flower shop in the country that employs and trains people with disabilities in an integrated setting. People with disabilities that are employed by Vaseful are able to learn a portable skill set to take with them when they move on to more competitive employment.

Today, Vaseful Flowers and Gifts was invited to promote their social enterprise that employs and trains people with disabilities at the Tony Awards taking place on Sunday, June 13, 2010 at Radio City Music Hall. The American Theatre Wing's Tony Awards got their start in 1947 when the Wing established an awards program to celebrate excellence in the theatre. Named for Antoinette Perry, an actress, director, producer, and the dynamic wartime leader of the American Theatre Wing who had recently passed away, the Tony Awards made their official debut at a dinner in the Grand Ballroom of the Waldorf Astoria hotel on Easter Sunday, April 6, 1947.

"I was thrilled to add Vaseful Flowers to the Tony Awards Gala Bags 2010. I love choosing high-end high quality products that are good corporate citizens," said Joan Joffa, Publicist.

"Being invited to participate with the Tony Awards is an incredible honor," says, Robert Stack, President and CEO of Community Options, Inc. "Vaseful is a fascinating social enterprise that offers a superior service and product," he added. Stack indicates that Vaseful is like no other type of business, people with disabilities, which makes it even more phenomenal, provide the entire infrastructure. "We truly are a business with a social purpose," he added.

For more information about Vaseful, please visit

them at www.vaseful.com. For more information about Community Options, please visit them at www.comop.org



Business with a Social Purpose (Kathryn Sampson)

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