



**BARTLETT DAIRY DONATES \$25,000
TO NEWARK'S SOUTH WARD COMMUNITY;**
*Supplier for Farmland Dairies, Starbucks and other companies
Plan to open a major distribution center in Newark this Fall*

Newark, NJ – August 22, 2011 – Deputy Mayor for Economic and Housing Development & Brick City Development Corporation Chairman Stefan Pryor, South Ward Council Member Ras Baraka, and Brick City Development Corporation CEO Lyneir Richardson announced that Bartlett Dairy has made a corporate donation of \$25,000 to non-profit organizations in Newark's South Ward. The presentation was made on Saturday, August 20, 2011, by Bartlett Dairy Vice President of Business Operations and Development George Miningham during the 16th Annual African-American South Ward Festival. Bartlett Dairy plans to open a major distribution center in Newark this Fall.

Bartlett Dairy made financial contributions of \$5,000 to the Bergen Street Merchants Association, \$10,000 to the Jackie Robinson South Ward Little League, and \$10,000 to the South Ward Pop Warner Football League.

“During these challenging economic times, I am proud of how our private sector is working together with these South Ward organizations to improve the quality of life for our residents. I thank Bartlett Dairy for its support of Newark,” said Mayor Cory A. Booker in a statement.

“With Bartlett Dairy’s generous donation to its new neighbors in the South Ward, the company has signaled its commitment to be not just one of Newark’s largest employers, but also one of our leading corporate citizens,” said Deputy Mayor Pryor. “Thank you to the entire Malave family for choosing Newark and investing in our community.”

Bartlett Dairy distributes dairy products and other perishable food items to retail and food service customers throughout the northeast. The company is a supplier for Farmland Dairies, Starbucks and other companies. The perishable foods firm was formed in 1963 by Thomas Malave.

“I share a passion with the Malave family in giving back to the communities that support our business values and philosophy. I am excited about the opportunities in Newark and look forward to partnering with a great city and its great people with an even greater future,” said Mr. Miningham.

"It was gratifying for BCDC to work with the Mayor's Office, Councilman Baraka, and Bartlett Dairy to facilitate the company's \$25,000 donation to charities in Newark's South Ward community. The Bartlett contribution will directly benefit the youth sports programs of the

South Ward and the Bergen Street Merchants Association, helping to build a stronger community and enhancing the quality of life of South Ward residents,” said Mr. Richardson.

Council Member Baraka said, “For 16 years this positive event has happened in the South Ward. I thank Bartlett for their support of community initiatives and welcome them to the South Ward.”

The Bergen Street Merchants Association is a non-profit organization, established in 1993, by the merchants located on Bergen Street to improve the quality of life for residents in the South Ward.

“We are so very thankful of Bartlett’s contribution to the festival. They have truly helped to make our community event a major success and we look forward to continuing our relationship with them next year,” said Bergen Street Merchants Association President Robert Jackson.

The Jackie Robinson South Ward Little League was begun in 1997 to revitalize youth baseball in the South Ward. Its teams are named after the great Negro League squads to honor the legacy of Negro League Baseball and its players. Reverend Patrick Council, who helped found the League, is Pastor of St. John Baptist Church, President of the Newark Pre-School Council, and Coordinator of Athletics for Newark Public Schools.

Reverend Council also founded the South Ward Pop Warner League this year to provide South Ward youth with Flag, Mity-Mite, Pee-Wee, and Midget football. The league will play teams from neighboring communities.

“We are so excited that our city leaders and business partners recognize the importance of creating additional recreational opportunities for the children of this great city of Newark,” said Reverend Council.

For more information about any City of Newark program or policy, contact the Non-Emergency Call Center at **(973) 733-4311**.

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About Brick City Development Corporation

Brick City Development Corporation (BCDC) is the primary economic development catalyst for Newark, New Jersey, organized to retain, attract and grow businesses, enhance small and minority business capacity, and spur real estate development within the city.

BCDC initiates and executes economic development activities to produce and sustain economic growth, generate jobs and create wealth for the citizens of Newark. Our team serves as advocates

within the City's municipal structure and provides a hands-on client management approach. For more information on Brick City Development Corporation, please visit our website at www.bcdnewark.org.

About the City of Newark, New Jersey

Newark, commonly referred to as Brick City, is the third oldest city in the United States and the largest in New Jersey, with a population of more than 280,000 people. Newark sits on one of the nation's largest transportation super-structures including an international airport, major commuter and freight rail lines, major highway intersections and the busiest seaport on the east coast.

With a new Administration as of July 2006, Newark continues to see signs of a strong revival. Its population showed growth in the most recent census. Its six major colleges and universities are further expanding their presence. The rate of production of affordable housing has doubled, and new businesses are moving in. There is still much work to be done but Newark is on its way to achieving its mission: to set a national standard for urban transformation.

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