



Cooperative Housing Corporation

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FOR IMMEDIATE RELEASE

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CHC RECEIVES AWARD TO REDESIGN WEBSITE & PROMOTE AFFORDABLE HOUSING FOR SENIORS

SOMERVILLE, NJ - Cooperative Housing Corporation, a Somerville-based-not-for profit, recently received word that it was one of seven lucky winners in the Marcus Group, Inc.'s "Forty for Goodness Sake" project. The Marcus Group, an advertising and public relations firm, received over 130 submissions in the recent competition. Cooperative Housing was chosen for project-based work, and will receive help in the complete redesign of its website.

Cooperative Housing provides housing and services for low/moderate income seniors in ranch-style homes, with residents paying a fraction of the cost of many other senior housing options. An updated, informative website will help the agency better promote its services and raise awareness about this underutilized local resource for seniors and their families.

CHC's Executive Director, Angelo DiOrio, said how appreciative the agency is to the Marcus Group "for providing the opportunity to use the most modern technology towards advancing services for our community's oldest residents."

The Marcus Group, located in Little Falls, conceived the "Forty for Goodness Sake" project to celebrate its 40th anniversary and give back to the community in which it serves.

For information on Cooperative Housing, call (908) 526-8130 or email info@chchousing.org.

BACKGROUNDER

Cooperative Housing (CHC) is a not for profit organization whose mission is to provide affordable housing and services to older adults. CHC accepts residents age 62 and older with incomes less than \$57,000 per year. The CHC program offers spacious living accommodations with a bedroom and full bathroom for each resident, and the choice of either Independent or Supportive housing. Services include grocery shopping, meal preparation, maintenance, and house cleaning.