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NEWS RELEASE

Beneficial Bank Funds Local Camp and Counseling

(April 10, 2018-Moorestown, NJ)

Merle Brown, VP/Director of Corporate Giving & Financial Literacy for Beneficial Bank recently visited the offices of Moorestown Visiting Nurse Association to deliver a generous donation in support of The Community Counseling Center of Moorestown VNA and Camp Firefly for bereaved children.

The Community Counseling Center of Moorestown VNA was founded 2007 in response to a growing need for accessible supportive services for children, teens, and families in South Jersey. With 30 professional counselors on staff, nearly 1,500 clients from throughout the region received support through the Center this past year. The office is located at 300 Harper Drive in Moorestown, NJ and is accepting new clients.

Camp Firefly will take place this August 25-26 at Camp Ockanickon, Medford NJ. Camp Firefly provides a safe place for children ages 7-14 to share feelings, to make new friends and to find positive coping strategies and relief from their grief after the loss of a parent, family member or special friend. The overnight camp is free to bereaved children from Burlington, Camden and Gloucester counties, and is currently accepting applications.

Founded in 1904, Moorestown Visiting Nurse Association is a non-profit organization that provides homecare, hospice, counseling and wellness services to families in Burlington, Camden and Gloucester counties. To learn more, call (856) 552-1300, email: services@moorestownvna.org, or visit the organization online at www.moorestownvna.org or [facebook/moorestownvna](https://facebook.com/moorestownvna).

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Merle Brown, VP/Director of Corporate Giving and Financial Literacy for Beneficial Bank (2nd from left) visited Moorestown Visiting Nurse Association this week to present 2018 funding in support charitable counseling and grief support services. Agency President/CEO Chickie Holcombe, Dana Mondy, Grants Coordinator, and Diana Mears Ritz, Director of The Community Counseling Center were on hand to accept the generous Beneficial Bank grant. The group is pictured in front of a “Camp Firefly quilt.” Each year, campers create quilt squares in memory of their lost one. Volunteers then sew the squares together to form a quilt in recognition of the children’s shared feelings of loss, and the fond memories of those who are remembered.

Photo provided courtesy Moorestown Visiting Nurse Association