

East Brunswick Welcomes Second Easter Seals Tricky Tray Gift Auction Fundraiser

EAST BRUNSWICK, N.J. – New Jersey businesses and residents will be able to participate again in the second annual Easter Seals New Jersey (ESNJ) Tricky Tray Gift Auction fundraiser taking place Friday, February 26. Last year 150 guests at the auction raised \$9,000. This year's goal is to raise \$10,000, with the organization hoping to sell out the event at 250 guests. The money raised will support the Easter Seals mission of helping individuals living with disabilities and special needs in New Jersey reach their potential and live the best life possible.

The auction kicks off on Friday, February 26 at 6:00 p.m. at Middlesex County Vocational-Technical High School, 112 Rues Lane, East Brunswick, N.J. 08816. Limited to only 250 seats, tickets can be purchased for \$25.00 at the door; however participants are encouraged to purchase tickets in advance for \$20.00 pre-sale via the [Easter Seals New Jersey Tricky Tray page](#). Tickets include one sheet of Tier 1 tickets plus a bonus door prize ticket. Advance ticket deadline is Tuesday, February 23, 2016 for the online special of \$20.00. The organization is also looking for item donations.

Tricky Tray fundraisers are also known as gift or penny auctions, brown-bag, or Chinese-basket auctions. For any of these events, participants purchase raffle tickets that are placed in canisters near the items they hope to win. The odds of winning are increased by placing as many tickets as they want in a given container.

Easter Seals NJ Tricky Tray includes:

- Three tiers of drop ticket packages
- A 50/50 raffle
- Birthday board
- Hundreds of items and gift baskets
- Bake sale
- Coffee and tea

Last year the organization helped nearly 9,000 individuals with disabilities in New Jersey. Easter Seals New Jersey CEO and President Brian Fitzgerald said, "It is only with the support of philanthropic events such as this Tricky Tray Gift Auction fundraiser that we are able to make an impact by helping those with disabilities experience more of life's great moments."

According to the U.S. Census Bureau, in the United States, one in five people live with a disability. Disabilities range from mental illnesses to physical or developmental disabilities, including autism, which is affecting more and more families every year.

Easter Seals believes that everyone, no matter their level of ability, deserves the opportunity to live, learn, work, and

play in their communities with equality, dignity and independence. Ninety-five percent of funds that Easter Seals New Jersey receives go directly toward serving clients.

Funds raised through events like this one help Easter Seals provide services like:

- Workforce Development Programs – providing skill evaluation, training, and supported employment to help those with disabilities earn independence through a paycheck.
- Group Residences – community houses for people living with the challenges of mental illness and developmental disabilities where they are able to learn daily living skills, build and maintain their independence, and participate in and enjoy the communities they grew up in.

For anyone who would like to help by donating auction items or have other questions, contact Michele Rocco, special events manager at mrocco@nj.easterseals.com, or call 732.955.8368.

About Easter Seals New Jersey

Easter Seals New Jersey is a 501(c)3 not-for-profit organization that has enriched the lives of people living with disabilities and special needs, and those who care about them, by providing opportunities to live, learn, work, and play in their communities since 1948. Annually, nearly 9,000 people or families in New Jersey affected by developmental disabilities, including autism, physical disabilities, mental illness and other special needs participate in our programs designed to help them address life's challenges and achieve their personal goals on the path toward independence. For more information on Easter Seals New Jersey and its statewide disability services, please contact 732-257-6662 or visit www.eastersealsnj.org or www.facebook.com/eastersealsnj