February 16, 2011

FOR IMMEDIATE RELEASE

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CHILD POVERTY THINK TANK TO SALUTE NEW YORK YANKEE, ICE CREAM MAGNATE, & NOTED PHILANTHROPIST

Breakfast Event April 14 To Feature Ben Cohen, Patti Lieberman, Nick Swisher Honored for Their Efforts on Behalf of Children

New York City – The National Center for Children in Poverty (NCCP), a research center based at Columbia University’s Mailman School of Public Health, will honor three individuals who have made significant contributions towards the economic security, health and wellbeing of America’s children. The breakfast event is scheduled for 8 to 10 a.m. April 14 at New York’s Roosevelt Hotel in midtown Manhattan.

The organization will honor Ben Cohen, co-founder of Ben and Jerry’s Ice Cream, Patti Lieberman, former chairman of the A.L. Mailman Foundation, and Nick Swisher, outfielder for the New York Yankees.

“We are so thrilled to honor these outstanding and generous individuals,” says Lee Kreader, PhD, NCCP’s interim director. “They’ve each made big contributions that have benefitted so many children and their families – and are the kinds of people who truly understand the importance of what we do.”

Brooklyn native BEN COHEN is a co-founder of Ben & Jerry’s, the ice cream company he started with Jerry Greenfield in 1978, when the two men opened Ben & Jerry’s Homemade Ice Cream Parlor in Burlington, VT. As Ben & Jerry’s gradually grew into a nationwide business and one of the largest ice cream companies in America, Cohen turned his newfound wealth and prominence toward a variety of social causes, generally through the Ben & Jerry’s Foundation. Cohen started TrueMajority (which has since been incorporated into USAAction) whose mission was to increase America’s investment in programs that benefit children (schools, health care, HeadStart) by cutting Cold War weapons systems and shifting the savings.

New York Yankee outfielder NICK SWISHER founded The Nick Swisher “Swish’s Wishes” Foundation, which is dedicated to enriching lives and lifting the spirits of children who are facing vital health issues while providing care, comfort and support through the most difficult of times. The foundation also provides assistance to their children and families. Swisher was recently quoted as saying, “The youth of today truly are our future, and many of them need a jump-start in life, whether with their health, education, or their self-confidence. I have been fortunate to have great opportunities come my way, and I want to pass those along so that the kids we reach can have a bright future.”

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PATTI LIEBERMAN is a trustee and former chair of the A.L. Mailman Family Foundation. She is a founder of the NYC Child Care and Early Education Fund and serves on the Oversight Committee of the Early Childhood Professional Development Institute at City University of New York. She also serves on the New York State Governor’s Early Childhood Advisory Council, and is a former board member of Grantmakers for Children, Youth and Families, for which she co-chaired the 2010 Annual Conference. Lieberman is also a former board member of Philanthropy New York, Child Care Action Campaign, and the Children’s Museum of Manhattan.

The NCCP breakfast event is open to the public. For ticket information, please contact Andrew Kaczynski at 646-284-9626, or email development@nccp.org.

PHOTOS available upon request.

The National Center for Children in Poverty (NCCP) is the nation’s leading public policy center dedicated to promoting the economic security, health and well-being of America’s low-income families and children. Part of Columbia University’s Mailman School of Public Health, NCCP uses research to inform policy and practice with the goal of ensuring positive outcomes for the next generation.