

Press Release

FOR IMMEDIATE RELEASE

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Opportunity Project to Host 16th Annual Golf Classic on September 16

Annual event supports essential services for persons with brain injury post-rehabilitation

MILLBURN, NJ – On Monday, September 16, 2024, the Opportunity Project will host its 16th Annual Golf Classic (rain date September 17) at Brooklake Country Club in Florham Park, N.J. All are invited to enjoy a great day of golf in support of an important cause - providing adults with brain injury with opportunities to build cognitive skills, vocational skills and confidence in their ability to accomplish personal goals and lead fulfilling lives.

This year's Golf Classic celebrates 30 years of our exceptional programs and service, and also pays tribute Chairman Emeritus, Marc E. Berson. Mr. Berson co-founded Opportunity Project after his son suffered a brain injury during a car accident. Since its inception, Opportunity Project has improved the day-to-day lives of more than 750 individuals affected by traumatic brain injuries and their families. The organization now occupies a 14,000-square-foot facility in Millburn.

"Opportunity Project is a pioneer in providing critical programs to a usually underserved population," said Kerri B. Levine, Interim Board Chair for Opportunity Project and Principal of The Fidelco Group. "My family and I are so proud of the work Opportunity Project provides every day. Each person whose life is touched by the organization's mission and dedicated workers is a testament to my father's vision, and that of his co-founders - Lisa Goldman and Rita Yohalem."

Brain injury continually ranks as the leading cause of death and disability in children and adults ages 1 to 44. These event funds support a variety of programs such as occupational therapy that promote independent living, nutrition and wellness initiatives, mental health workshops, member-to-member mentoring programs, and a Caregivers' Group that provides essential support to our members and their families.

"The funds we receive from our donors and patrons is critical to continuing our important work in supporting individuals with brain injury," said Eduardo Plata, Executive Director, Opportunity Project.

Co-Chairs of the event are Jacob S. Buurma, Chris Johnson, Matthew Kaplan, Murray Kushner, Jared Levine, Matthew McDonald MD, Jonathan Sobel, Eileen Sudler, The Berson and Davino families.

The day kicks off with brunch at 9:30 a.m. followed by a shotgun start of golf play at 11:30 a.m. This year's event will also feature a Mah Jong and canasta party. Cocktails and a raffle will conclude the evening at 5:30 p.m. with a program hosted by noted broadcaster, author and motivational speaker, Dr. Steve Aduato Jr. All proceeds support individuals with brain injuries.

This year's event sponsors include The Fidelco Group, Fidelity Land Development Corporation, Kushner Real Estate Group, Newark Beth Israel Medical Center, RWJBarnabas Health, the Mandelbaum family, the Sobel Family Foundation and the Sudler Family Foundation. Sponsorship opportunities and golf packages are still available. For more information on the Golf Classic, visit www.opportunityproject.org, or contact Julie London at 973-921-1000 Ext. 105 or via e-mail at golfclassic@opportunityproject.org.

About Opportunity Project, Inc.

The Opportunity Project Clubhouse is a unique program created by and for adults with brain injuries who are seeking the next step in their journey of recovery. They provide an environment of support, challenge and choices that create independence and productivity in their members. Through the work environment in the Clubhouse, members explore their strengths, abilities and interests so that they can establish and attain their individual goals. The ultimate goal is full integration back into family, work and community.

In 2019, Opportunity Project announced a partnership with Children's Specialized Hospital of the RWJBarnabas Healthcare System. RWJBarnabas Health is New Jersey's largest integrated health care delivery system, providing treatment and services to more than three million patients each year.

To learn more about Opportunity Project, visit www.opportunityproject.org