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RESCUE SQUAD ACCEPTING APPLICATIONS FOR CADETS

Submitted by Joe Plocinski

The Berkeley Heights Volunteer Rescue Squad (BHVRs) is now accepting applications for our 2021 Cadet Program. BHVRs Cadets are made up of high school sophomores, juniors and seniors who assist our adult members with patient care.

Once accepted as a Cadet member of the BHVRs, the new cadet will be provided CPR and basic first aid training, after which they may begin to join an ambulance crew. The Cadet member will then be required to take the Emergency Medical Technician (EMT) course and obtain National Registry EMT certification. Cadets will also have the opportunity to apply for the BHVRs scholarship, but most important, Cadets will have the opportunity to make a difference in Berkeley Heights and the surrounding community. The following were written by some of the current BHVRs Cadets who would like to share why they joined the BHVRs:

Olivia – “Joining the BHVRs Cadets is one of the best decisions I’ve ever, not only have I gained medical knowledge by becoming an EMT, I also gained a second family. I get a lot out of being a cadet, but knowing that I’m making a difference in people’s lives is a great feeling.”

Liz – “I joined the squad during the pandemic because I saw the impact healthcare professionals have, and I wanted to be a part of that positive change. I’m really honored to have the privilege of helping others in my community and see the difference that I can make!”

Roshni – “My dad is a doctor and he explained the amazing work he has seen EMTs do in pre-hospital care, so I decided to join the BHVRs. Being on the BHVRs Cadet Squad has fueled my passion for medicine and has done so much more, making me realize the importance of community service. BHVRs is my second home and my crew is like a second family.”

High school students who apply for membership to the BHVRs Cadet Program must:

- Be a high school sophomore, and at least 16 years of age (as of April 1, 2021)



(above) BHVRs cadets helping out at a recent Governor Livingston High Scholl football game.

Photos by BHVRs

- Have parental/guardian permission to volunteer and ride for the BHVRs
- Be in accordance with the objectives set forth by the BHVRs (which will be outlined as part of the Cadet interview process)
- If asked, provide a physician’s note stating physical ability to perform duties as assigned
- Be able to take the National Registry EMT class during the summer of 2021

BHVRs cadet members are required to:

- Ride as part of an ambulance crew a minimum of 3.5 hours per week, along with additional 6 hours of weekend time per month
- Follow and adhere to the Cadet Expectations set by the BHVRs
- Attend monthly Cadet meetings and training, and squad supported events as they are scheduled

If you are a high school sophomore, junior, or senior, and meet these requirements, and are interested in becoming a BHVRs Cadet, please visit bhvr.org, select BECOME A MEMBER, then click on CADET MEMBER. The application for Cadet Membership will be found at the bottom of the page, along with additional information about the BHVRs.

Applicants may also email questions to cadetadvisor@bhvr.org.

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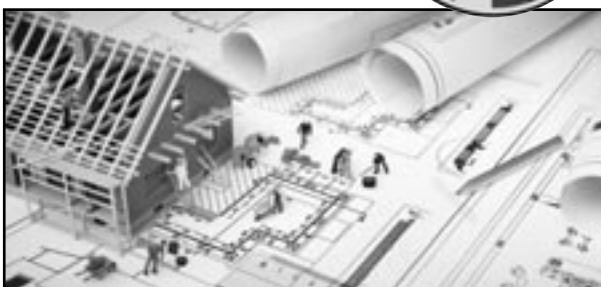
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GIRL SCOUTS INTERVIEW BH VOLUNTEER RESCUE SQUAD

On November 28, 2020, Jaslene, Tara and Trisha of Girl Scout Troop 40944 visited the Berkeley Heights Volunteer Rescue Squad (BHVRs). The Girl Scout troop interviewed Deputy Chief Marc Schnitzer (soon to be the Chief in January 2021) and two crew members.

They wanted to interview the crew to understand how they operate, especially during the night time, as part of their Night Owl Badge. They got to see a pager or a walkie talkie go off, alerting an emergency call just received. The crew also showed the girls some of the medical equipment.

The girls scouts asked questions such as "How do you stay awake during your night shifts?"; "Why do you work at night?"; "Are you scared when the patient is sick?"; "What training did you go through?"; and "What was

the most gross thing you've touched?"

The girl scouts learned a lot about BHVRs through this Q&A session. They learned that BHVRs collaborates with neighboring towns when needed under a "Mutual Aid" arrangement. In addition, an "Advanced Life Support" (ALS) team will get involved in severe incidents. It takes a network of first responders to keep our community and citizens safe.

The girl scouts send thanks to the BHVRs for doing a great job protecting our community from harm. Special thanks to Deputy Chief Marc Schnitzer and crew members Dominique Salazer and Virginie Delwart for participating in the interview. They added "Thank you to our troop leaders for allowing us to interview this amazing team of compassionate helpers. We are grateful for this opportunity!"



(above) Virginie Delwart (BHVRs), Trisha, Tanvi, Jaslene, and Tara (Girl Scout Troop 40944).

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CONTACT TRACING

Submitted by Berkeley Heights Communication Committee

Berkeley Heights and other towns cannot get their numbers under control if people do not cooperate with contact tracers. For COVID-19, the ability to scale our contact tracing capability is absolutely crucial to break the chain of transmission, slow community spread and restart the economy. Contact tracing is a long-standing process; if you're getting called, it's because you tested positive for COVID-19 or may have come into close contact with someone who has. Contact tracing goes hand in hand with testing. It is part of the process of supporting patients with suspected or confirmed infection. Here's how it works.

Contact tracers will reach out via phone, text message, or letters dropped off at your door. Contact tracers will provide their name, agency, and a phone number. If you have any doubts about the legitimacy of your conversation with a contact tracer, you may hang up and call your local health department. Our Berkeley Heights Health Officer can be contacted at: (908) 518-5620. You should also feel free to request the name and ID of anyone who calls.

To ensure you have the care you need and the support to keep you and your family safe, you may be asked:

To confirm your date of birth, address, or other basic information.

Discuss any symptoms you may have had, whether you were hospitalized, or any underlying health conditions that might put you at greater risk.

Details about your living situation so you can be informed on how to safely self-isolate or self-quarantine.

If you are uninsured, so we can give you additional information about free testing and care.

You may also be asked about your job to determine if you are a health care worker or essential worker and therefore must comply with additional safety requirements.

If you tested positive for COVID-19:

A contact tracer will work with you to identify your close contacts - anyone you spent 15 minutes or more with over a 24-hour period and were within 6 feet of while you were infectious (2 days before onset of symptoms to 10 days after).

If you don't have symptoms, we'll ask about your activity during the two days before your diagnosis.

We will also ask for the phone numbers of anyone you tell us about, so they can be called and cared for.

What a Contact Tracer Will NOT Ask...

A contact tracer will never ask for your social

security number.

A contact tracer will never ask for confidential financial information like your bank or credit card number.

A contact tracer will never ask about your immigration status and ICE will not be notified about your location.

The information you share will not be used for the purposes of law enforcement or immigration enforcement in any way.

The information you share will not negatively affect your public charge assessment or be used to deny access to health care or any other essential service.

Your cell phone is never tracked, a GPS location is not followed, and geolocation data is not collected or used.

If someone is requesting personal information covered above, it is likely a scam. You can report these calls online to the New Jersey Division of Consumer Affairs or by calling 973-504-6240.

Your information is confidential. Neither your name or your COVID status will not be released to your contacts, or your COVID-19 status; that information will only be known to public health officials and our local health departments.

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CHRISTMAS SHARING TREE PROVIDES GIFTS TO PERSONS IN NEED

Following its annual tradition, Faith Lutheran Church in New Providence contributed Christmas gifts to persons served by social service agencies in the community and St. Stephan's Grace Community Church in Newark. Many of the gifts were in response to the specific wishes expressed by the persons.

Organizations in receipt were the following:

The ARC of Union County, which provides resources to persons with intellectual and developmental disabilities and their families to

ensure that the persons realize full and productive lives. The Possum Way Group Home in New Providence is part of ARC.

Cheshire Home, which provides residential specialized care facilities for disabled adults.

New Providence Community Service Association, which offers financial assistance to New Providence citizens in their time of need.

St. Stephan's Grace Community Church, which is a diverse and multicultural church in the Ironbound Section of Newark. Members of Faith tutor children there. The children will be receiving the gifts.

Joanne Berryman of Madison chairs and manages this ministry for Faith Lutheran. With the St. Stephan's portion, she is assisted by Kim Delatour of Berkeley Heights.

The Pastor of Faith is Rev. Jane McCready. Faith is located at 524 South Street. Its web site is famfaith.org and phone number is 908-464-5177.



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COACH DAN GUYTON NAMED GATORADE COACH OF THE WEEK

Submitted by Vicki Baum

Congratulations to Governor Livingston Head Football Coach Dan Guyton along with his players and coaches. Recently, Coach Guyton was named the New York Jets Gatorade Coach of the Week! Coach Guyton, who also happens

to be the current GLHS Educator of Year, has done a great job with the Highlander Football program both on and off the field. Recently he, along with several of his players, stopped by the First and Second Grade Flag Football practice to

support the future Highlanders.

While the current Covid outbreak has put the success of their current season on hold, we look forward to seeing them on the field again. Keep up the great work and go Highlanders!



Photo by Berkeley Heights Public Schools

ANNOUNCING THE NEW OFFICE OF DR. EDWARD SOMMA IN BERKELEY HEIGHTS

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After graduating from medical school, Dr Somma served his internship in Internal Medicine at Trinitas Regional Medical Center. He then completed his residency in Internal Medicine at Seton Hall Post Graduate School of Medicine, where he was elected Chief Resident of Internal Medicine in his final year.

Dr. Somma has been in practice in Union and Middlesex counties for over 20 years, with an emphasis on excellence and compassion for his patients. He has served as the physician for the Elizabeth Fire Department, the Board of Health of Hillside and has served the Board of Education for Woodbridge NJ. He was granted the Humanitarian of the Year Award by Trinitas Health Foundation in May 2014, for his dedication to the community and his outstanding service to the goals of the Foundation.

Dr. Somma has special interests in various fields of Internal Medicine, including diabetes, obesity, cardiovascular diseases and arthritis/rheumatology. He has represented to major pharmaceutical companies, such as Schering-Plough and Pfizer, in a consulting and educational role for his peers. Dr. Somma has been a clinical educator for Seton Hall's Physician Assistant Program as an Associate Professor of Medicine for their Internal Medicine program.

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BRIAN CAMPBELL JOINS UNION COUNTY COLLEGE BOARD OF GOVERNORS

Submitted by Nicole Torella

At the December 1, 2020 Joint Meeting of the Union County College Boards of Trustees and Governors, Brian Campbell, of Berkeley Heights, was sworn in as a member of the Board of Governors. Union County College Board of Trustees Chair Victor M. Richel welcomed Mr. Campbell to the virtual meeting and initiated his



(above) Union County College welcomes Brian Campbell, of Berkeley Heights, as a new member of our Board of Governors.

swearing in.

Brian Campbell currently serves as Vice President of Investor Relations at Wiley, based in Hoboken, New Jersey. He is an investor relations officer with 22 years of experience in corporate finance, communications, marketing, and corporate development. Mr. Campbell grew up in Cranford, New Jersey and is a proud alumnus of Union County College from the class of 1995. Notably, all of Mr. Campbell's six siblings also attended Union County College! After graduating from the College, he went on to earn both his Bachelor of Arts and M.B.A. from Rutgers University. Mr. Campbell has been annually named one of New Jersey's Irish American Leaders since 2016 by Insider NJ.

"We are excited to welcome Brian Campbell to the Board of Governors. He brings his corporate and business acumen and perspective which will be of great value to our Boards and

the College. We are particularly proud that as a distinguished alumnus, Mr. Campbell is so enthusiastic about serving his alma mater in this capacity," stated Union's Board of Trustees Chairman Victor M. Richel.

Union County College is a public comprehensive community college providing quality, affordable, accessible educational programs that serve the greater Union County region. It is the first of New Jersey's 18 Associate Degree colleges, serving both career-minded and transfer-oriented students since 1933. The College enrolls almost 20,000 credit, non-credit, and continuing education students and is accredited by the Middle States Commission on Higher Education. Many programs lead to an Associate in Arts, Associate in Science, or an Associate in Applied Science degree.

For more information about Union County College, go to ucc.edu.

LITERACY NEW JERSEY UNION COUNTY WELCOMES NEW TUTORS

Literacy New Jersey-Union County welcomed four new volunteer tutors to the program in December.

Lawrence Russo of Cranford, Carol Ann Townsend of Summit, Kacie Yip of Summit, and Roberta Tipton of Berkeley Heights all successfully completed a rigorous, 5-week online training program and received their certificates as Literacy New Jersey tutors.

Carol Ann Townsend of Summit is volunteering to tutor ESL students. She says: "I enjoy working with students and learning about new cultures. Ms. Townsend holds a graduate degree in Political science and History.

Kacie Yip of Summit tutors two different ESL classes each week. She is currently an intern at Mount Sinai Hospital and holds a Bachelor's degree in Animal Science. "I enjoy sharing my knowledge so that others can progress in life and witnessing their improvements give me great satisfaction that I helped at least a little in their life."

Roberta Tipton of Berkeley Heights works with ESL students on Saturday afternoons. She is the Business Librarian at Rutgers University. Roberta says "I enjoy meeting new people and working together with my students."

Lawrence Russo of Cranford will be assisting adult students obtain their high school diploma. He is currently retired, but was a science teacher for 44 years.

The tutors will engage with students in online English as a Second Language, High School Equivalency or Basic Literacy classes.

After completing the training sessions, tutors are matched with a small group of adult students from the growing waiting list of students who need to improve their literacy skills. Tutors meet with their students online for 2-hours per week.

Literacy New Jersey provides ongoing



(above) Roberta Tipton of Berkeley Heights

supervision and support to tutors in the form of free professional development workshops on specific topics such as Health Literacy, ESL Conversation, Small Group Instruction and Job Readiness.

To volunteer, you must be at least 18 years old, able to speak English and willing to tutor in Union County. You do not need to have any teaching experience and you do not need to speak a foreign language. The training will provide volunteers with techniques and strategies for working with adult learners, as well as sample instructional materials and activities. Literacy New Jersey is a non-profit organization.


For more information or to register, please call Literacy New Jersey at 908-486-1777 or email Barbara Bagger, Program Director at bbagger@literacynj.org.



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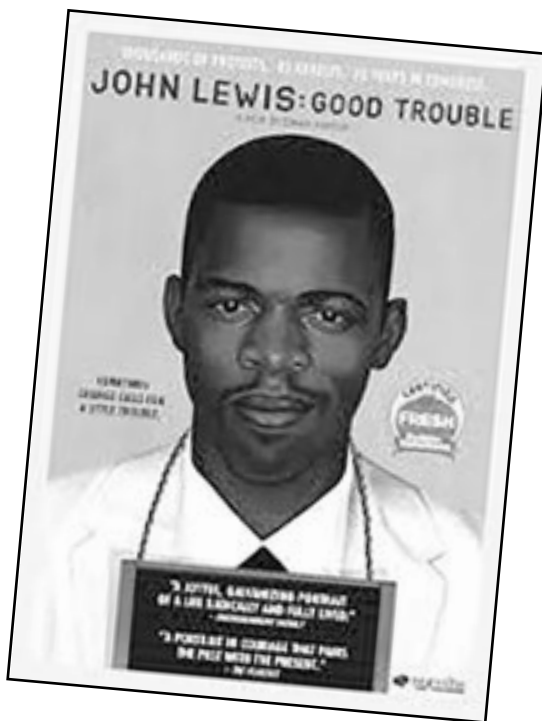
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FILM PRESENTATION JOHN LEWIS: GOOD TROUBLE

The League of Women Voters of Berkeley Heights, New Providence & Summit and the American Association of University Women-Summit College Club will be kicking off Black History Month with the presentation of the film John Lewis: Good Trouble with a discussion to follow. The film will be available via virtual screening 48 hours prior to the discussion. The Discussion will take place via zoom on Sunday, January 17th at 1:30 p.m. If you wish to participate you need to register by sending an e-mail to LWVBHNPS@yahoo.com. The link for the virtual screening and the zoom meeting will be sent to you.

John Lewis participated in thousands of protests. He was arrested 45 times. He served 33 years in Congress. This is a portrait of courage. Many consider him an American Hero not only a hero for African Americans. "Sometimes change calls for a little trouble." Until his death on July 17, 2020, he called upon his fellow citizens to get into "Good Trouble".



PUBLIC LIBRARY JANUARY EVENTS

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Questions about children's programs? Email childrens@bhplnj.org

Check the library's events calendar at bhplnj.org/events for program changes.

ADULT PROGRAMS:

Online Book Group

Meeting Dates: Friday, 1/8/21

10:30 am and Tuesday, 1/12/21 at 7:15 pm.

Currently, the library is offering an online Book Group that meets via Zoom and discusses ebooks/e-audiobooks available from Hoopla. The selection for January is Dinner with Edward by Isabel Vincent. Go to the dropdown menu at bhplnj.org and select Events then BHPL Book Groups for more information.

Try learning something new for the New Year: the library offers many online resources for language learning, computer/job skills, arts & crafts and various topics covered by the Great Courses on audio/video! Go to the dropdown menu at bhplnj.org and select Services then Online Courses or use the Digital Content links for quick access.

Please email reference@bhplnj.org for questions about the book group or using BHPL's online resources.

HUGHES SCHOOL'S SPARKLE

Submitted by Victoria Baum

Over at Thomas P. Hughes School, adjustments have been made (just like across the globe) to ensure some semblance of normalcy continues for students. One of the signature programs at Hughes Schools - SPARKLE (Showing, People, Authentic, Respect, Kindness and, Love, Everyday) has been modified so that it can continue under the current school model, with some students attending school under the hybrid model and some fully remote.

Each week, teachers nominate winners. The winners are students who have demonstrated great digital citizenship throughout the week. Principal of Hughes Schools Mrs. Jessica Nardi announces the winners over the loudspeaker each Friday and also emails the students and their parents a digital certificate announcing the achievement.

Then all the weekly winners are entered into a random monthly drawing and the 5 winners of the drawing have their names posted in the SPARKLE case and are invited to a private Zoom session with Mrs. Nardi to celebrate.



(above) Mrs. Nardi colored her hair for a fun and festive way to celebrate student SPARKLERS. One side has green and red stripes, while the other side is a flag (complete with silver stars)! Comments from students ranged from 'It's so pretty!' to 'Is it permanent?' to 'What will you do next time?'

Photo by Berkeley Heights Public Schools

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SOCIAL MEDIA

We can design and/or manage your social media campaign from passive to aggressive plans customized to work within your budget.

WEBSITE AND SEO SERVICES

Start with an audit/analysis of your website giving you a report and recommendations for \$250.

It is highly recommended to have a marketing plan and budget before spending.

CALL JOE RENNA FOR A FREE CONSULTATION.
908-447-1295

DRIVE LOCAL TRAFFIC TO YOUR WEBSITE

- We create a webpage advertisement
- Free ad design and copywriting
- Get unlimited clicks
- Trackable results
- Paid search engine promotions
- Posts are shared through social media

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See samples on our websites and facebook pages. →



ONLY \$1 PER DAY
1 year contract \$365

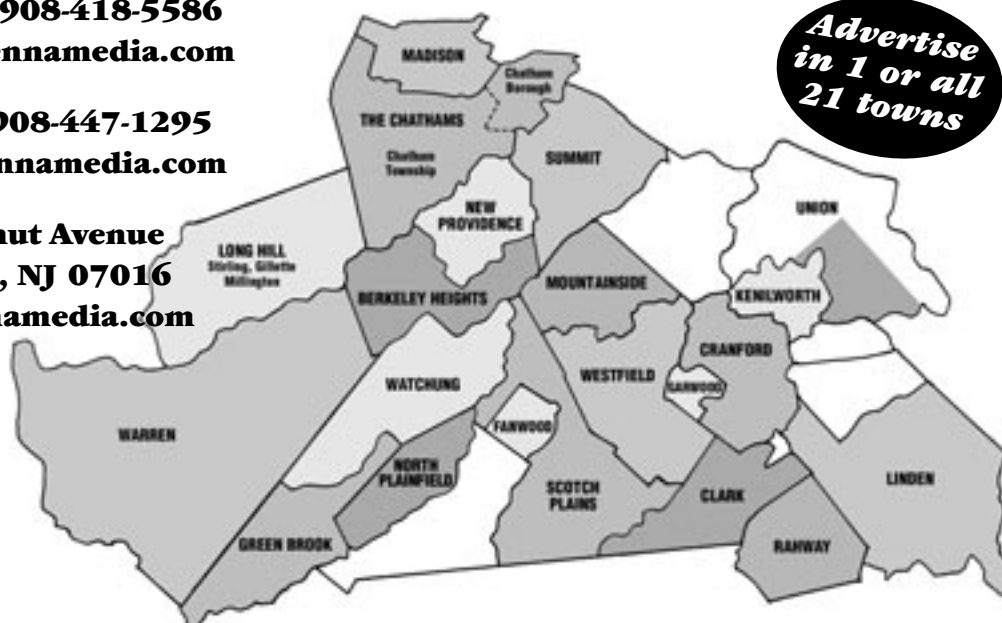
RENNA MEDIA NEWSPAPER RATE SHEET

WE MAIL 135,000 NEWSPAPERS MONTHLY!

Tina Renna 908-418-5586
tinarenna@rennamedia.com

Joe Renna 908-447-1295
joerenna@rennamedia.com

202 Walnut Avenue
Cranford, NJ 07016
info@rennamedia.com



Advertise in 1 or all 21 towns

Berkeley Heights COMMUNITY NEWS Qty: 4,800 Mailed to every home and business. Zip: 07922	THE CHATHAMS NJ Qty: 7,400 Mailed to every home and business. Zip: 07928	Clark Monthly Qty: 6,700 Mailed to every home and business. Zip: 07066	CRANFORD MONTHLY NJ Qty: 9,800 Mailed to every home and business. Zip: 07016	Fanwood Post NJ Qty: 3,000 Mailed to every home and business. Zip: 07023	Garwood Times NJ Qty: 2,200 Mailed to every home and business. Zip: 07027	Green Brook Gazette NJ Qty: 3,000 Mailed to every home and business. Zip: 08812
KENILWORTH NJ Qty: 3,600 Mailed to every home and business. Zip: 07033	Life in LINDEN NJ Qty: 17,400 Mailed to every home and business. Zip: 07036	Long Hill LEADER NJ Qty: 3,600 Mailed to every home and business in Gillette, Millington and Stirling. Zips: 07933, 07946, 07980	MADISON MONTHLY NJ Qty: 6,300 Mailed to every home and business. Zip: 07940	MOUNTAIN SIDE VIEW NJ Qty: 2,900 Mailed to every home and business. Zip: 07092	New Providence NEWS NJ Qty: 4,900 Mailed to every home and business. Zip: 07974	The PRIDE of North Plainfield NJ Qty: 8,300 Mailed to every home and business. Zips: 07060, 07062, 07063
OUR TOWN Rahway, NJ Qty: 12,400 Mailed to every home and business. Zip: 07065	Scotch Plains NJ WHAT'S HAPPENING MONTHLY Qty: 9,600 Mailed to every home and business. Zip: 07076	Summit NJ Times Qty: 9,600 Mailed to every home and business. Zip: 07901	Spirit of UNION NJ Qty: 5,500 5,000 mailed to homes and businesses. Zip: 07083	WARREN MONTHLY NJ Qty: 6,200 Mailed to every home and business. Zip: 07059	Watchung Post NJ Qty: 2,800 Mailed to every home and business. Zip: 07069	Westfield MONTHLY NJ Qty: 11,800 Mailed to every home and business. Zip: 07090

NEWSPAPER AD RATES

Rates are per month. Artwork included in price. Newspapers are black on white.

Units	Size	RATE FOR ANY 1 NEWSPAPER	RATE FOR ANY 3 NEWSPAPERS	RATE FOR ANY 6 NEWSPAPERS	RATE FOR ANY 9 NEWSPAPERS	RATE FOR ANY 12 NEWSPAPERS	RATE FOR ANY 15 NEWSPAPERS	RATE FOR ANY 18 NEWSPAPERS	RATE FOR ALL 21 NEWSPAPERS
1 Unit (Business card)	3.25" x 2"	\$60	\$150	\$250	\$350	\$400	\$450	\$500	\$550
2 Units	6.5" x 2" or 3.25" x 4"	\$100	\$250	\$400	\$500	\$600	\$700	\$800	\$900
4 Units	3.25" x 8" or 6.5" x 4"	\$180	\$450	\$700	\$900	\$1100	\$1300	\$1500	\$1700
6 Units	6.5" x 6.25" or 10" x 4"	\$240	\$600	\$900	\$1200	\$1400	\$1600	\$1800	\$2000
9 HALF PAGE	6.5" x 9" or 10" x 7"	\$320	\$800	\$1000	\$1300	\$1600	\$1900	\$2200	\$2400
12 Units	10" x 8"	\$360	\$900	\$1200	\$1500	\$1800	\$2100	\$2400	\$2700
18 FULL PAGE	10" x 14"	\$400	\$1000	\$1400	\$1800	\$2200	\$2500	\$2800	\$3000
2 PAGE SPREAD	21" x 14"	\$700							
BACK PAGE	10" x 14"	\$500							
FRONT PAGE BANNER	8.25" x 2"	\$320							
FRONT PAGE BOX	1.5" x 4.5"	\$240							

Back cover, front page banner and front box reserved on first come, first served basis. Current advertiser has right of first refusal.

PREPAY FOR 6 MONTHS AND GET 1 FREE

Make Checks payable to Renna Media, 202 Walnut Avenue, Cranford, NJ 07016

Visit RennaMedia.com for online publications.
Photo albums, video and advertising opportunities.

Tune Up Your 2021 Marketing Plan

This is a FREE service offered by Renna Media.

Tune-up topics include:

- Business & Marketing Plans
- Goals & Budget
- Target Market & Medium
- Image & Message & Marketing Method
- Analytics (results / cost / benefit)

Link to
Marketing
Check List

Call Joe Renna
908-447-1295

No Purchase necessary

Newspapers Ads • Full Color Printing • Direct Mail • Online Marketing

Full Service Online Marketing

**RENNA
MEDIA
.COM**

NJ LocalInfo.com

Online Marketing Items

- Website ads and Social Media Posts, Classified ads\$20 per item
- Special bulk price.....Block of 20 items \$100
Including: Press releases / Classified Ads
Web Page / Calendar Event / Monthly Banner ads

Extra Boost:

- Blast your online ad or press release to a targeted market:\$100
- National Press Release Distribution
to 300 to 500 news outletsBudget choice from \$300 to \$500.

Website / SEO services

- Website Audit/Analysis and recommendation plan:\$250
- Website creation/update:.....\$2,400
(Cost for average website: 12 pages,
contact form, SEO friendly, responsive design)
- Website Hosting:\$300 per year
Includes website hosting, software updates,
monthly website content updates
- SEO Services:average cost \$1,000 - \$2,000 per month
Custom tailored solutions:
Google Ranking, Local SEO, Social Marketing

Call Joe Renna 908-447-1295

Email: JoeRenna@RennaMedia.com

**Let us help
you grow
your business
in 2021**



**Do not commit to a service
unless you have a solid
marketing plan and budget.**

Your plan should work on paper
before you spend dime one. Don't
waste money just trying something.

There is no magic bullet.

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**Thank You! To all the health
care professionals for your
selfless dedication throughout
the COVID-19 crisis.**



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Helen H. Cha-Pyo, Artistic Director