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**Contact: Eden Hoffman**  
201-808-7000 ext. 538

\*\*\*Press Release\*\*\*

## **Cross River Thinks Pink and Gives Thanks to Local Heroes**

*Partners with local organizations and first responders to give back to the community*

FORT LEE, N.J. (November 5, 2019)— Cross River Bank (“Cross River”), a New Jersey financial institution known for its extensive collaboration with community organizations, organized its team to raise awareness and give back during the month of October. On Thursday, October 24<sup>th</sup>, together with Sharsheret, a Bergen county based non-profit that provides support for women battling cancer, the company held a Pink Day in honor of October Breast Cancer Awareness month and on Monday, October 28<sup>th</sup>, the company hosted a celebration with local first responders in honor of National First Responders Day.

“At Cross River, we work tirelessly to support our local families, in our business as a community bank, but more importantly as a neighborhood partner,” said Phil Goldfeder, SVP Public Affairs at Cross River. “These two individual events were just another example of our team’s community spirit, as we all joined together to spread awareness for an important cause and took the time to honor the first responders of Fort Lee who keep us safe.”

On Thursday, October 24<sup>th</sup>, Cross River employees heard from Melissa Rosen, Director of Community Education at Sharsheret, about women’s health, cancer genetics, social innovations, leadership and empowerment. The Cross River headquarters was awash in pink as employees donned pink shirts in honor of Breast Cancer Awareness month. Sharsheret is a national non-profit organization that improves the lives of women and families living with or at increased genetic risk for cancer through personalized support and saves lives through educational outreach.

“It was inspiring to be a part of the mass of pink t-shirts and the genuine interest in the topic at Cross River,” said Melissa Rosen, Director of Community Education at Sharsheret. “It is nice to see so many employees interested in learning about Sharsheret, how to be proactive about their personal health, and how to support someone facing a diagnosis. I look forward to our continued work together.”

On Monday, October 28<sup>th</sup>, in honor of National First Responders Day, Cross River hosted “Heroes for Heroes” with Fort Lee First Responders. Local heroes from the Fort Lee Police, Fort Lee Ambulance Corp., Fort Lee Fire Department and Fort Lee Office of Emergency Management joined Cross River for a special celebration of thanks. Earlier this year, a resolution was passed in the U.S. Senate designating October 28, 2019 as “Honoring the Nation’s First Responders Day”, which urges Americans to recognize the contributions of first responders in their communities through local activities and ceremonies.



“Last week, the Fort Lee Police Department had an opportunity to meet our community partners at Cross River,” said Fort Lee Police Deputy Chief Stephen Gallagher. “It is important that we know our community, and that our community knows us. I would like to thank everyone at Cross River for their gracious hospitality and I look forward to a long and beneficial community partnership with everyone at Cross River.”

Cross River was established in 2008 in the aftermath of the financial crisis to provide local consumers access to financial services. True to its roots, Cross River continues to look for ways to address the needs of the community. The company is known for its strong partnerships and innovative approach to financial services, but also for the unique ways it gives back and engages with the community, through employee volunteer days, events, education and monetary support.

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***Cross River employees on Pink Day in honor of October Breast Cancer Awareness month.***



***Fort Lee First Responders join Cross River for an evening of thanks. Pictured, Cross River CEO Gilles Gade (center) and local heroes from the Fort Lee Police, Fort Lee Ambulance Corp., Fort Lee Fire Department and Fort Lee Office of Emergency Management.***

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