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GE

MEDIA ADVISORY

April 16, 2015

More than 40 GE volunteers and their families will participate in cleanup and beautification projects at area Northern Rivers affiliate sites on Saturday, April 25 as part of GE Earth Day.

Funded by a grant from the GE Foundation, the volunteer projects will include painting, gardening and grounds cleanup at facilities used by the children served by Northern Rivers affiliate Northeast Parent & Child Society. The event marks the latest chapter in the 126-year history of support between GE and Northeast, one of the longest running partnerships between a corporation and a nonprofit in the country.

DATE: Saturday, April 25, 2015

TIME: 9-11 a.m.

PLACE (best photo opportunities): 1821 Hamburg St., Schenectady (The School at Northeast)

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About Northern Rivers Family Services

[Northern Rivers Family Services](#) was established in 2012 through affiliation with longstanding family service agencies Parsons Child and Family Center and Northeast Parent & Child Society. Together, the 1,300-strong workforce of Northern Rivers and affiliates serve more than 13,000 children and families in 41 counties each year, with \$85 million invested through more than 60 social service programs. Northern Rivers builds a strong, successful and healthy future for our children, families and communities through quality services, collaboration and innovative leadership. Follow Northern Rivers on [Facebook](#), [Twitter](#), and [YouTube](#).

About GE