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**FOR IMMEDIATE RELEASE**

**PHOTO ATTACHED**

**TUESDAY, JUNE 8, 2021**

**ALPINE BUSINESS SYSTEMS HONORS MIDDLE EARTH AS  
"HERO OF THE MONTH" FOR MAY**

BOUND BROOK, NJ – Continuing to provide support for the region’s non-profit community, Alpine Business Systems named the Middle Earth as “Hero of the Month” for May 2021.

Each month an Alpine employee selects a non-profit agency for support. Middle Earth was nominated by Renee Schubert, Administrative Assistant.

Alpine raises funds and collects material donations through employee contributions, social media outreach to clients and colleagues, and posting on [www.alpinebiz.com](http://www.alpinebiz.com).

In the case of Middle Earth, Alpine is contributing \$500 to help support the agency’s programs. The contribution is being made in the names of all Alpine clients. In turn, Alpine staff will be informing clients and associates of the positive impact the non-profit has on the community in the event they choose to contribute independently.

The Middle Earth mission is to “provide individuals, primarily youth, with prevention and intervention services to help them develop into responsible self-sufficient members of the community.” What is now known as “Middle Earth” began in October, 1969 through a counseling session between a local church minister and a 15-year-old girl. It was determined that a substantial number of teenagers were spending a significant amount of their time on the “street,” experiencing failure in the home and in school.

According to Maria Strada, Executive Director of Middle Earth, "We are so grateful for the support of businesses like Alpine Business Systems who recognize the contributions that non-profits, such as Middle Earth, make to our community. Like Alpine, Middle Earth seeks to improve the quality of life for those we serve, our community, and our staff. We proudly share a common core value with Alpine in that we believe respecting each other is foundational to the work that we do and is imperative in helping to create lasting and positive changes in our youth."

Explaining her choice of Middle Earth, Schubert explained, "I chose to nominate Middle Earth as my charity because two of my three children used the program while we lived in Bound Brook. I was able to see firsthand the caring individuals that worked with the children on a daily basis. The program provided the opportunity to have many positive experiences from Family Nights to Field trips during the summer camp. Middle Earth truly gives back to the community by providing caring and affordable after school care. My family will always have great memories of the time there and the lasting friendships that were made."

Information on Middle Earth is available at [www.middleearthnj.org](http://www.middleearthnj.org).

Previous recipients include the Adult Day Center of Somerset County, the Flemington Area Food Pantry, the Ronald McDonald House of Central & Northern NJ, Matheny School and Hospital, and Raritan Valley Community College (RVCC) Resource Center & Food Pantry.

PHOTO CAPTION: (l to r) Bill Blum – President, Alpine Business Systems

### **BACKGROUNDER**

Alpine Business Systems is a Microsoft Certified Partner in Central New Jersey, founded in 1987. They use technology to improve the quality of life for their clients, fellow teammates, and communities. Alpine designs, deploys, and manages best-in-class Information Technologies, on-premise and in the "Cloud", as well as custom software, websites, and digital strategies, resulting in measurable increases in their clients' productivity, performance, reliability, and security. Alpine's I.T. Best Practices Framework sets them apart from other I.T. firms because it focuses on business processes, as well as technology, producing continuous improvements in their clients' Operational Excellence and Cyber Security profile. Contact them at [www.alpinebiz.com](http://www.alpinebiz.com), [solutions@alpinebiz.com](mailto:solutions@alpinebiz.com), or call 908-707-9696.

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