



**Autism Family
Services of
New Jersey**

PRESS RELEASE

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FOR IMMEDIATE RELEASE

NEW JERSEY BASED ITALIAN ICE COMPANY GIVES BACK TO LOCAL AUTISM COMMUNITY

Trenton, NJ – Autism Family Services of New Jersey (AFSNJ) and Napoli Boys All Natural Italian Ice, a unique ALL Natural dessert producer, has announced their promotional partnership to be honored in stores that sell Napoli Boys All Natural Italian Ice. Napoli Boys will be donating 10% of promotion sales profit to the statewide organization.

“We commend Napoli Boys for their efforts to raise autism awareness in our local communities,” says Paul Potito, Acting Director of Autism Family Services of New Jersey, “it is with supporters such as Napoli Boys that we are able to continue our mission of providing a better quality of life for individuals and their families affected by autism.”

Michael Bifulco, owner of Napoli Boys, comments "We have been supporting Autism Family Services of New Jersey during their annual Beach Bash event held at the Jersey Shore every September. “

In 2008, this free event welcomed over 3,000 individuals from the autism community to participate in beach activities, arts & crafts and a surf camp from California based organization, Surfers Healing. Napoli Boys has provided free Italian ice samplings for the past three years.

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“The families love our product,” states Bifulco, “we are proud to offer an all natural product that tastes great. We are really looking forward to this promotion and hope to raise a significant donation through this effort.”

About Autism Family Services of New Jersey

Autism Family Services of New Jersey, which launched in October 2004, is dedicated to ensuring a better quality of life for individuals and their families affected by autism and related disorders throughout the lifespan. It is a statewide non-profit organization committed to developing programs such as respite care, after school and recreation programs. An affiliate of The Family Resource Network, AFSNJ has six offices across the state. For more information about Autism Family Services of New Jersey, please call toll free 877-AFS-4477 or visit www.autismfamilyservicesnj.org

About Napoli Boys Italian Ice

Napoli Boys all Natural is a cholesterol, dairy, and fat free distinct dessert. Their products are certified Kosher and can be found at Whole Foods Markets, Super Foodtowns, Associated Markets, King Kullen, C Town, Kings, along with many local markets throughout NYC.

Napoli Boys All Natural Italian Ice (www.napoliboys.com) was brought to fruition through the passion of Chef Michael Bifulco, to create an authentic NY style Italian Ice that is all natural and packed with flavor. With a personal craving and a desire to share these great recipes, the business was born.

Napoli Boys products can be found throughout the NY, NJ, CT, PA, NC market and in Georgia. Please visit www.napoliboys.com to get the “Fight Autism” promotional coupon and use it in any of the retail outlets listed on the Napoli Boys website. www.napoliboys.com

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