



Office of the Mayor

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New Brunswick, New Jersey

Media Release

For Immediate Release

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CITY OF NEW BRUNSWICK LAUNCHES “MAKE IT COUNT” METER DONATION PROGRAM

Specially-designated parking meters will collect year-round to fund services to the homeless and those in need

NEW BRUNSWICK, NJ (November 12, 2019) - Residents and visitors to the City of New Brunswick can help fund services to the homeless and those in need through the “Make It Count” meter donation program. This direct transaction-based donation service utilizes specially-designated parking-style meters to accept monetary donations in the form of coins, credit cards, and debit cards. All proceeds will benefit various social service agencies serving the homeless and those in need.

The “Make It Count” donation meters are painted bright red, and can be found installed along George Street, Somerset Street, Easton Avenue, and French Street, with additional locations within the city under consideration. Those willing to donate can directly insert coins into the meter, make a safe and secure transaction with a credit or debit card, or through the city’s new Donation Zone

(6500) on the ParkMobile app. The meters were manufactured and programmed by IPS Group, a company that has provided similar meters for donation purposes for other cities around the country.

New Brunswick Mayor Jim Cahill believes the “Make It Count” program will prove to be a valuable platform for donation collection in the city. “New Brunswick has long had a reputation for being generous to those most in need,” says Mayor Cahill. “The “Make It Count” program will provide a streamlined connection between those willing to donate and the agencies that rely on donations to provide critical services. Those donating will have confidence their money will be provided the best return on their investment to help improve the lives of others.”

For more information or to donate to the “Make It Count” program, please visit cityofnewbrunswick.org/makeitcount, or search “Make It Count New Brunswick” on Facebook, Twitter, and Instagram.

The City of New Brunswick is the county seat for Middlesex County and home of Rutgers, The State University of New Jersey, the world headquarters for Johnson & Johnson and two globally-renowned hospitals. New Brunswick is an educationally-focused City as well as “The Healthcare City.”

All of New Brunswick’s developments provide seamless access to major transportation lines and an extensive dining scene and an arts district, located in its bustling downtown. The City is focused not only on bringing in new residents and businesses, but also on improving the lives of every one of its residents.

For more information, please visit www.cityofnewbrunswick.org.