



FOR IMMEDIATE RELEASE

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Basket Life partners with Challenge Enterprises to pack and deliver area Welcome Baskets

JACKSONVILLE, Fla. (October 1, 2020) – In collaboration with the Clay County Chamber of Commerce, Basket Life has created a strategic alliance with Challenge Enterprises to pack and deliver welcome baskets for new homeowners in Northeast Florida communities.

“We are extremely honored to partner with Challenge Enterprises to not only help us but to also share their mission with new homeowners in the area,” said Dana Heisler, CEO of Basket Life. “Basket Life’s mission - connecting business owners, nonprofits, and the community - is further enhanced by giving meaningful employment opportunities to differently-abled adults. We couldn’t be more excited to partner with such an amazing organization.”

“As a Chamber Leadership Clay graduate and an avid volunteer here in Northeast Florida, I know that right now, building our community is more important than ever. In everything my husband and I do, we think about how we can impact our community for the better.” she said.

Basket Life’s partnership with Challenge Enterprises was engineered through the Chamber’s president, Wendell Chindra.

“I went to the Chamber to discuss ideas and options for expanding opportunities to grow Basket Life throughout Northeast Florida,” Heisler said. “Specifically, I was wondering about space to hold the basket materials, staff to assemble the baskets, and vehicle delivery options.”

Chindra recommended a meeting with Challenge Enterprises to explore working together. Once Heisler learned the scope of what they could offer, the two organizations decided a partnership would be a beneficial collaboration for both businesses, as well as the community.

Challenge Enterprises has been manufacturing products ranging from trauma packs for bullet proof vests to weed recede landscaping bags since 1998. It employs Approximately 200 differently-abled workers in various industries across Clay County, Duval County, and St. Johns County.

“These kinds of connections and partnerships would not be possible without the core values of the Chamber in connecting businesses,” said Chris Heisler, Chief Operating Officer of Basket Life. “I’m thankful and excited to work with both the Clay Chamber and Challenge Enterprises, and to further our connections in the community.”

Chindra explained that one of the primary functions of the Chamber is to facilitate collaborations among the county’s businesses and nonprofit organizations. “We like to bring members together to enhance the opportunities for both of them to grow and prosper,” he said. “The collaboration between Basket Life and Challenge Enterprises is a great example of how two companies have joined together to focus on their strength to deliver a solid value to our community.”

Katie Vineyard, Chief Operations Officer for Challenge Enterprises, said the partnership is a natural fit. “The Challenge Enterprises employees have always been passionate about the work they do,” she said. “Building up our community by welcoming new residents is a wonderful way to bring them even closer to the people of Clay County. They take great pride in their work, and we are all looking forward to a long and successful partnership with Basket Life.”

ABOUT BASKET LIFE

Basket Life connects Northeast Florida new homeowners to area businesses, nonprofits, and more through a beautiful welcome basket delivered directly to their doorstep. The company partners with area chambers, tourism departments, and churches. Its mission is to connect and grow communities. For more information or to become a sponsor, visit www.basketlife.com.

ABOUT CHALLENGE ENTERPRISES

Challenge Enterprises is a social enterprise that creates work opportunities and promotes sustainability for individuals living with disabilities. The enterprises are represented in two primary sectors: the Federal Government (SourceAmerica program) and Commercial (private sector). These opportunities provide unparalleled benefits for customers and workers. Challenge Enterprises’ professionals and volunteers have assisted hundreds of individuals achieve success by becoming more self-sufficient in their community. Challenge Enterprises is a nonprofit 501(c)3 organization that promotes the Power of People and Possibilities. Visit <http://www.challengeenterprises.org/>.

ABOUT THE CLAY CHAMBER OF COMMERCE:

The Clay County Chamber of Commerce seeks to develop and promote programs that provide services and support specifically oriented to the small business sector of the Chamber membership. The Chamber has a wide array of services specifically designed to help your business grow and prosper in Clay County. For information, visit ClayChamber.com.

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