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FIVE LOCAL RESIDENTS SELECTED AS CELEBRATE NJ! ANNOUNCES
JULY REASONS IN '365 REASONS' CAMPAIGN

(Bradley Beach, NJ) -- Whether it's enjoying a baseball game, cooling off in the ocean, or enjoying a hike in the Great Swamp, people across New Jersey continue to submit their reasons for appreciating life in the Garden State. Celebrate NJ!, a grass roots effort to build pride and promote a brighter future for New Jersey, has selected and released the July list of Reasons to Celebrate NJ! as part of its year-long campaign.

(Editor's Note: Complete list of winners and their reasons available upon request)

Five local residents of Bergen County, including two from the same Lyndhurst family, had their reasons chosen for the campaign.

The Bergen County reasons came from:

- Vincent Bello, Jr. of Lyndhurst – The Lambert Castle Museum in Paterson has the world's largest collection of spoons (5,400).
- Charles Bello of Lyndhurst – The State Dinosaur of New Jersey is the Hadrosaurus. I can dig that!
- Nancy Ferer of Englewood – It's the land of opportunity... for Hispanics (Sen. Robert Menendez), African Americans (Newark Mayor Corey Booker), and women (Gov. Christie Whitman).
- Louise Rittberg of Secaucus – The reason I celebrate NJ! is the Secaucus Public Library, which has it all! "Voices" from the shelves provide drama, humor, hope, knowledge and news.
- Vidushi Sharma of Secaucus – In New Jersey I can immerse myself in nature, and go out and enjoy city life! I experience everything from quaint restaurants to bungee jumping here!

Thousands of NJ residents have submitted their reasons so far and group is looking for more. Karen Hatcher, Executive Director of Celebrate NJ! says, "New Jersey's role in our nation's freedom, the character of our people, the beauty of the environment, a quality of life that includes recreation, fun and entertainment of all kinds—that's what we

heard about this month. The ‘365 Reasons Campaign’ gives us all a chance to identify and put into words what we appreciate about our home state.”

Celebrate NJ! invites everyone who has a Reason to Celebrate NJ! to log on to www.CelebrateNJ.org and enter that reason. No deadlines have been set. The group will continue to unveil the reasons monthly based on the number of days in a particular month. Residents are encouraged to enter multiple reasons describing the interesting and unique aspects of the Garden State. Entry cards are also available at over 350 libraries across the state. The selected reasons are announced daily on the organization’s website. The best 365 reasons will be published as part of an advertising and media campaign, taking place on outdoor ads across the state and through radio, television and newspaper promotions.

The “365 Reasons to Celebrate NJ!” campaign is made possible through the generous support of sponsors NJ Cable Telecommunications Association, ArborSys Group, and St. Barnabas Health Care System. For more information about the campaign, visit www.CelebrateNJ.org.