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*FOR IMMEDIATE RELEASE
JUNE 25, 2007*

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**FOUR 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)

Three local residents of Burlington County and one from Mercer County had their reasons chosen for the campaign.

The Burlington County reasons came from:

- Christian Panus of Mt. Laurel – William Franklin, Benjamin Franklin's son, was one of the Royal Governors of NJ and Alice Paul, a well-known women's rights leader was from Moorestown, NJ.
- Nichole Lambert of Burlington – Plump, juicy blueberries right off the blueberry bush on a warm summer day. Yummmmmm!
- Pamela Knowles of Palmyra – The people of NJ are the best part of this state. Open Minds! I have seen more good ideas come from the people of New Jersey than anywhere else.

The Mercer County reason came from Jenna Sapudar of Hamilton. Sapudar notes, "No sales tax on clothing makes me a happy Jersey Girl."

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.