



PO Box 535, East Brunswick, NJ 08816
732-613-4790 – syoung@sueyoungmedia.com

****DRAFT****

*FOR IMMEDIATE RELEASE
JUNE 25, 2007*

*CONTACT: SUSAN YOUNG
(732) 613-4790*

**TWO 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)

Two local residents of Cape May County had their reasons chosen for the campaign.

The Cape May County reasons came from:

- Assemblyman Jeff Van Drew of Cape May Courthouse – Our dynamic energy and diversity, beautiful beaches, bucolic farms and forests, vibrant cities. A melting pot of cultures that propels a powerful economy and bright future.
- Kathleen McDevitt of Ocean City – For the love of ocean waves, the salty air, and the roar of the sea!

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.