



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

FOR IMMEDIATE RELEASE
JUNE 25, 2007

CONTACT: SUSAN YOUNG
(732) 613-4790

MIDDLESEX COUNTY MAN HAS REASON CHOSEN 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.

Steve Cohen of South Plainfield had his reason chosen for the campaign. (*Editor's Note: Complete list of winners and their reasons available upon request*)

Cohen says he celebrates New Jersey because, "All the minor and independent league baseball that make for family fun in New Jersey – BlueClaws, Thunder, Patriots, Bears, Skyhawks, Jackals, Surf and Riversharks!

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.