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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)

Four local residents of Somerset County and one from Hunterdon County had their reasons chosen for the campaign.

The Somerset County reasons came from:

- Michael Reinbeck of Somerset – In New Jersey, we have some of the most dedicated volunteer fire companies. Most have set the bar for the entire nation.
- Charlotte Kelley of Somerset – The Newark Boys Chorus cultivates music and culture in New Jersey.
- Scott Giuffne of Somerset – All the beautiful girls that are in this state. My daughter is a “Jersey Girl” and so is my wife!
- Richard Yessian of Hillsborough - Great year-round fishing: the entire western border on the Delaware, the eastern border along the Hudson, the NJ shore, lakes, reservoirs, canals and the inter-coastal water way.

The Hunterdon County reason came from Celeste Martin of Glen Gardner. Martin says she celebrates New Jersey because, “The Great Swamp Wildlife Refuge is a beautiful place to hike and bird watch, and a great example of foresight preserving the land for future generations.”

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.