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**CUMBERLAND COUNTY MAN HAS REASON CHOSEN AS CELEBRATE NJ!
ANNOUNCES APRIL REASONS IN '365 REASONS' CAMPAIGN**

(Bradley Beach, NJ) -- From the northern hills of New Jersey to the southern farms and eastern shores, residents from all twenty-one counties continue to talk about their reasons for loving the Garden State. Celebrate NJ!, a grass roots effort to build pride and forward a positive future for New Jersey, has released the April list of Reasons to Celebrate NJ! as part of its year-long campaign.

David Levin of Vineland had his reason chosen. (*Editor's Note: Complete list of winners and their reasons available upon request*)

Karen Hatcher, President of Celebrate NJ! says, "Not only are we hearing about the wonderful places to visit and see, but New Jerseyans are beginning to talk about the quality of the life they experience here, the wonderful relationships they've developed and the life-long friendships they've formed along the way. It is truly heartwarming to hear about the beauty that lives both in the physical nature of this great state, and inside the people who call it their home."

Levin says he celebrates New Jersey because, "In 1869, Dr. Thomas Bramwell Welch successfully pasteurized concord grape juice for fellow parishioners at his church in Vineland, NJ."

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, NJ101.5 Radio, and St. Barnabas Health Care System. For more information about the campaign, visit www.CelebrateNJ.org.