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FOR IMMEDIATE RELEASE
APRIL 25, 2007

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31 REASONS CHOSEN FOR STATEWIDE “CELEBRATE NJ! CAMPAIGN IN MAY

(Bradley Beach, NJ) -- From open space, ethnic diversity, Nobel Prize scientists and shopping to revolutionary battles, high school athletes, the ghosts of Mount Holly and museums, New Jerseyans continue to share their love of the Garden State. Celebrate NJ!, a grass roots effort to portray a positive future for New Jersey, has released the May list of Reasons to Celebrate NJ! as part of its on-going year-long campaign.
(Editor's Note: Complete list of winners and their reasons available upon request)

Karen Hatcher, Executive Director of Celebrate NJ! says, "We're four months into the campaign and people are really surprising us with their reasons. Now that the obvious ones have been covered, they're digging in and telling us about unique experiences, special places, things that speak to the heart of what it means to be from New Jersey and what they love here. It's so wonderful that New Jerseyans are telling the rest of us, in their own words, all there is to Celebrate in our great Garden State."

Among the reasons chosen this month:

- Kingston, a historic jewel near Princeton where General George Washington defeated British troops.
- The best tomato pie and casino hot dogs in the world!
- Readington, home of the best balloon festival ever!
- Because my three daughters were born into a state of love and racial diversity, where they can grow to become great women.

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.