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**THREE REASONS CHOSEN FROM MERCER COUNTY AS CELEBRATE NJ!
ANNOUNCES JUNE REASONS IN '365 REASONS' CAMPAIGN**

(Bradley Beach, NJ) -- Whether it's the strawberry u-pick farms, historic places to explore or the fact that "M & Ms" were invented here, people across New Jersey continue to list their reasons for loving the Garden State. Celebrate NJ!, a grass roots effort to build pride and forward a brighter future for New Jersey, has released the June 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)*

Three Lawrenceville residents had their reasons chosen. They are:

- Eloise Bruce who celebrates New Jersey's rich literary heritage
- Teresa Stevens who celebrates New Jersey's covered bridges
- Chris Davis who celebrates exploring New Jersey's recreational sites

Karen Hatcher, Executive Director of Celebrate NJ! says, "As a native of New Jersey, I know the many reasons I've enjoyed living here, but hearing why so many others love calling the Garden State home has truly been inspiring. The campaign is a great way to create an increased sense of appreciation for the awesome way of life we have here."

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 each 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 www.CelebrateNJ.org.

