

November 4, 2005

Dear Friend of ***Celebrate NJ!***

Did you see the NY Times article ("*New Jersey Is OK? Sorry, Slogan Taken*") that appeared 11/2/05? It's opening paragraph read,

*"OK, so maybe New Jersey didn't hit the marketing jackpot when it paid a New York image and branding consultant \$260,000 for research and a new slogan and ended up with the Rodney Dangerfield of state boasts: "New Jersey: We'll Win You Over." (Apparent runner-up: "New Jersey: Not as Bad as You Think.") Acting Gov. Richard J. Codey, the one guy in state government who actually has won people over, decided last week that the slogan sounded a tad defensive and killed it off before it could do much harm. Instead the state is soliciting ideas from residents at a Webs site ([www.nj.gov/slogan](http://www.nj.gov/slogan)) and with a phone number (609-984-9893). It had received 2,218 by yesterday. Officials plan to narrow them down to a handful after the Nov. 14 deadline for submissions and then put them to a popular vote."*

This could be an incredible opportunity for promoting New Jersey positively! Acting Governor Codey is asking for suggestions for a new NJ State slogan!! How about...

***"Celebrate NJ! It's a matter of pride."***

The support of many individuals like you in the June, 2005 ***Celebrate NJ!*** initiative created the beginnings of a new, more positive, image for our state. We now have the chance to re-awaken our pride as New Jerseyans in a big way. Pride and dignity come from within. Won't you join us and add your voice?

Please use the link below and e-mail the Governor's office lending your support to this idea. Forward this email to everyone on your distribution list and ask for them to get involved. We think it's time New Jersey claimed its greatness with pride and enthusiasm. We want to model a new way of talking and thinking about our home state—it's a matter of pride, something to celebrate!

What better way to demonstrate this than to have thousands of individuals flooding the Governor's office with this one idea? The Governor's deadline is November 14<sup>th</sup>. Link to [www.nj.gov/slogan](http://www.nj.gov/slogan) to give your input.

Thanks for your anticipated support,  
Karen Melito, Coordinator ([kmelito@celebratenj.org](mailto:kmelito@celebratenj.org))  
***Celebrate NJ!*** for June, 2006)

***Celebrate NJ!*** is a grass-roots, cooperative marketing initiative that's inclusive of all that's "the best of Jersey!"—an excellent example of the effectiveness of private/public partnerships. To see what we achieved together in June, 2005 and view the results of our post- ***2005 Celebrate NJ!*** survey, go to [www.CelebrateNJ.org](http://www.CelebrateNJ.org)