

**FOR IMMEDIATE RELEASE****CONTACT:**

Craig Schlosser  
Director of Community Relations  
First Night Morris County  
P.O. Box 9009  
Morristown, NJ 07963-9009  
973-455-0708  
info@firstnightmorris.com  
www.firstnightmorris.com

**First Night® Morris County Creates Advisory Board**

May 16<sup>th</sup>, Morris Township NJ – First Night Morris is proud to announce the creation of its Advisory Board. “The creation and development of this board has been over a year in the making. We are proud to see it finally come together. This is an important step in First Night’s continuing to reaffirm itself as a county based non-profit organization”, stated First Night Morris’s new Chairman, Michael Schmidt. The concept was originally presented through veteran Non-Profit Executive and Volunteer, Robert Peluso. Peluso, who is best known for his dedicated service for over 15 years as the President of Parsippany Area Chamber of Commerce and Board Member of the Morris County Economic Development Corporation, was a new addition to the extremely successful New Year Eve’s celebration Board in 2010.

Entering its twentieth year, First Night Morris is a premier event featuring over 40 high-quality performances designed to promote a fun, safe, family-orientated, and non-alcoholic environment for individuals to celebrate New Year’s Eve. The event draws up to 10,000 participants and is a traditional event for residents throughout Morris County.

“It’s important to recognize the diversity of Morris County. As a community leader, it is our duty to ensure that we represent our communities and foster a positive economic environment. Our Advisory Board will be designed to have numerous representatives from all Morris County communities in order to assist First Night Morris in serving all of our residents,” stated Peluso.

Applications will begin to be accepted for the Advisory Board in early June, with the first meeting to be set for late June or early July. The initial goal is to fill the Advisory Board with eight committee members who represent various community based organizations. The committee members will be tasked with assisting First Night Morris 2012 in making the maximum positive cultural, educational, and economic impact in the communities they serve.

“We are continuing to be a progressive organization aimed at making a difference. Our Advisory Board is another great example of the positive direction in which we are going. It is empowering and exciting to everyone,” stated Craig Schlosser, Advisory Board Chair and Community Relations Director for First Night.