



FIRST NIGHT MORRIS 2012

FOR IMMEDIATE RELEASE

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Morristown Rotary Joins First Night Morris County's Community Reinvestment Program

Morristown, NJ – This year marks the twentieth year Morris County will welcome the New Year with a First Night celebration. The event, which takes place in the county seat of Morristown, features nearly 80 performances and provides an alcohol-free, family-friendly environment with close to 7500 attending each year. First Night® Morris County offers budget-friendly tickets for purchase via its website, FirstNightMorris.com and at the Mayo Performing Arts Center (formerly Community Theatre) Box Office. This year an additional option is also available, thanks to a partnership with the Morristown Rotary Club through First Night Morris County's Community Reinvestment Program. Throughout the month of November and into early December, tickets can be purchased through a special link on the First Night Morris County website, which donates \$5 back to the Morristown Rotary Club for every ticket sold and \$16 for every four-pack sold.

"First Night Morris County is a great event, but we are so much more than a great event," explained First Night Morris County Chairman, Michael Schmidt. "First Night has the ability to make a difference in our community each and every day through a variety of ways, one of which is to help other community-based organizations. This year one of our key initiatives is to become more connected with the great communities we serve. We developed a diverse strategy which includes our new Advisory Board, community events, and new programs, such as our Community Reinvestment Program to help accomplish this goal. It is an enormous compliment to have the well-respected, Morristown Rotary partner with us as our first Community Reinvestment Partner."

The Morristown Rotary with its motto of "Service Above Self," is a major organization in the Morristown area focused on creating a positive change in the community and the world as a whole. The Morristown Rotary donates over \$50,000 a year to the local community and is known for running the very successful Taste of Morristown, to be held on February 27, 2012. "We are always looking for new ways to get involved in the community and make a positive difference. When we first discussed the program, it made perfect sense. There is no cost to us and we receive any proceeds back from our sales. We are excited to utilize the funds we raise in a variety of projects throughout the year," stated Morristown Rotary President, P.J. Thurkauf.

To support the Morristown Rotary simply visit FirstNightMorris.com and select the home page link "Support the Morristown Rotary." Be sure to purchase your tickets from this link before December 1, 2011 to ensure the sales are credited to the Morristown Rotary. For more information please visit FirstNightMorris.com.