



# FIRST NIGHT MORRIS 2012

## FOR IMMEDIATE RELEASE

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### **“Great Entertainment, Deserves Great Food”: First Night Morris County Launches First Dine**

Morristown, NJ – This year marks the twentieth year Morris County will welcome in the New Year with a First Night celebration. The event is New Jersey's Largest First Night celebration and takes place in the county seat of Morristown. It features more than 70 performances in an alcohol-free and family-friendly environment with nearly 10,000 attending each year. The event features hundreds of quality performers in a wide variety of genres: dance, comedy, rock, jazz, blues, classical, a Battle of the Bands, and so much more. There are plenty of children's performances and activities including the Harlem Wizards Duo, jugglers, face painting, and an interactive reptile show! Admission includes entry into as many performances as attendees can manage to see, 2 fireworks shows, along with a new twist on a favorite from the past, discounted dining at ten restaurant partners through First Dine.

The new and improved dining program offers First Night attendees the opportunity to receive discounted dining offers at ten local restaurants throughout December. First Night attendees simply present their button or admission ticket to one of the ten restaurant partners to receive the exclusive offer. Participating Restaurants include: Morristown Deli, The Brickoven of Morristown, Hunan Wok, Marjan Persian Grill, Eclectic Grill at the Hyatt in Morristown, The Morristown Diner, Anthony's Pizza & Pasta, Pomodoro Pizza, Tomato Pie and Morris Pizzeria.

This year's strong restaurants can be attributed to a joint effort between First Night Morris County and the Morristown Partnership. Restaurant Committee Chair, Ryan Marowitz of the Morristown Partnership led the way along with First Night Morris County's, Board Member, Greg Wool. "First Dine is a great addition to our already excellent 2012 event," stated First Night Morris County's Chairman, Michael Schmidt. "First Night Morris County is more than just great performances; it is a celebration of our amazing county, a celebration of the arts, culture, community, and local businesses including restaurants," added Schmidt.

The program also has the added benefit of driving commerce to Morristown's local businesses who are strong supporters of the event and provides an added value to the thousands who attend First Night Morris County every year. According to a recent study on arts and culture events the average event attendee contributes more than \$27 to the local economy. To drive awareness of the program, participating restaurants receive inclusion in the program map, listing on First Night web site, store front posters and for some, their logo on the program map. In the future, First Night aims to expand the program throughout Morris County. To purchase admission tickets and/or learn more about First Night Morris County visit [FirstNightMorris.com](http://FirstNightMorris.com).