



“MADE IN NEWARK” CAMPAIGN CELEBRATES BRICK CITY’S THRIVING AND DIVERSE MANUFACTURING INDUSTRY

“Made In Newark” Branded Merchandise to be Showcased During GoNewark HoopFest

NEWARK, March 15, 2011 – A new campaign called “Made In Newark” promoting locally made goods and products will be launched in conjunction with the upcoming GoNewark HoopFest. The campaign will focus attention on Newark’s strong manufacturing base of 300 manufacturers and 12,000 employees and will demonstrate that Newark is a great place to do business.

Initiated by Mitch Cahn, President of Unionwear, a Newark-based textile manufacturing company, Made in Newark has already enlisted 40 local manufacturers to join the campaign including Serratelli Hat Company, Benjamin Moore Paints, The Manischewitz Company, Mel Gambert Shirts, French’s Mustard and Damascus Bakery. The campaign will be promoted at www.MadeInNewark.net, a web site that was also Made In Newark by a collaboration between digital marketing agency www.Websignia.net and communications agency FEMWORKS.

The “Made in Newark” campaign will get a jump start when the GoNewark HoopFest begins during the NCAA East Regional Tournament taking place in the City from March 24-27. Local manufacturers have been enlisted to design and create GoNewark HoopFest merchandise for the tens of thousands of fans expected to descend on Newark for the games. Specially created Made In Newark hang tags will be affixed to this merchandise to help promote the City’s manufacturers. Organized by the GoNewark Sports & Entertainment Committee, GoNewark HoopFest is a festival of basketball in Brick City with numerous activities and entertainment specifically organized for college hoop fans. (www.GoNewark.com/HoopFest)

Although not all raw materials can be produced in Newark, the city is the primary point of assembly and finishing for the entire merchandise line. The T-shirts and Sweatshirts, for example, are cut and sewn in Alta Gracia, Dominican Republic but designed, finished, printed, and packaged in Newark. Cahn added, "The Alta Gracia brand is the first imported apparel line that is verified union made, living

wage. It only made sense to work with them when our shop in Newark is also a union made, living wage."

Said Newark Mayor Cory A. Booker, "Newark has a great manufacturing legacy that endures because of the rare confluence of labor, space, transit, the port, infrastructure and incentives. Anything can be 'Made in Newark'! We look forward to becoming home to hundreds of more factories in an effort to spur jobs and grow our economy."

"GoNewark HoopFest and the NCAA Tournament will shine a bright light on our City and the 'Made in Newark' campaign," said Cahn. "Uniforms for GoNewark volunteers and merchandise will be made locally to showcase our great work. The ultimate goal is to brand Newark as the region's manufacturing hub so that companies look to Newark first when they're considering a place to do business."

Newark has been a manufacturing hub for over 200 years and is currently on a roll as it continues to attract new businesses and manufacturers. During the coming year alone, new projects representing one-half billion dollars of development and 1.25 million square feet of new space will be implemented, representing 1,500 construction jobs and over 1,200 permanent positions.

The Made in Newark campaign will help grow Newark's manufacturing base in anticipation of the expansion of Port Newark by 2014, the same year New Jersey's first Super Bowl will further showcase the City and its resources.

About GoNewark Sports & Entertainment Committee

Mayor Corey A. Booker established the GoNewark Sports & Entertainment Committee (GNSEC), comprised of local business and community leaders and government officials to help attract high profile sports and entertainment events to the City of Newark and provide the necessary services to support these programs that bring highly sought after tourism dollars to the City.

The list of member organizations (in formation) includes: Brick City SERVES/Office of the Mayor, City of Newark, Continental Airlines, Governor's Office of Volunteerism, Greater Newark Convention and Visitors Bureau, Elizabeth Chamber of Commerce, Ironbound Business Improvement District, Marriott, Newark Alliance, Newark Business Action Center, New Jersey Devils, Newark Downtown District, Newark Regional Business Partnership, NJ Transit, Port Authority of NY&NJ/Newark Liberty International Airport, PSEG, The Star-Ledger, Unionwear, and Verizon.

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The logo features the text "go newark" in a bold, lowercase, sans-serif font with a yellow-to-orange gradient and a drop shadow. Below it, the word "HOOP" is written in a bold, uppercase, grey sans-serif font, and "FEST" is written in a bold, uppercase, red script font with a white outline and a drop shadow.