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FOR IMMEDIATE RELEASE**NEW JERSEY TRAVEL INDUSTRY ASSOCIATION NAMES
BECKERMAN PUBLIC RELATIONS AS AGENCY OF RECORD**

POINT PLEASANT, N.J. (March 12, 2008) – The New Jersey Travel Industry Association (NJTIA), a non-profit trade organization that represents, and speaks for, the common interests of New Jersey’s \$37 billion travel industry, today announced that it has retained Beckerman Public Relations as its agency of record.

As a public voice and political liaison for the entire New Jersey tourism industry, NJTIA promotes increased travel to and within New Jersey through marketing initiatives and serves as the state’s travel industry advocates with the New Jersey government. In collaboration with NJTIA, Beckerman Public Relations will launch an aggressive, proactive public relations campaign to promote NJTIAs role within New Jersey’s tourism industry, as well as its role with New Jersey’s government.

Led by the travel and tourism account team of Michael J. LaCosta, vice president, and Antonia Caamaño, account supervisor, Beckerman Public Relations will kick-off its efforts by promoting the 2008 New Jersey Governor’s Conference on Tourism, held April 9-11, 2008, at Trump Marina in Atlantic City. A joint venture between NJTIA and the New Jersey Department of State, Division of Travel & Tourism, the conference’s mission is to provide opportunities for the dedicated professionals in the New Jersey tourism industry to interact, collaborate, and stay informed through dynamic tours, educational sessions and networking.

Bedminster, N.J.-based Beckerman Public Relations will also work closely with NJTIA to educate the industry and consumers on results from its interactive role with New Jersey’s government, and will publicize various NJTIA initiatives such as statehouse and industry events surrounding National Tourism week from May 10-18, 2008.

“New Jersey’s travel and tourism industry is a vital component of the state’s economy, generating more than \$7.5 billion in federal, state, and local government taxes,” says Marilou Halvorsen, president of NJTIA. “It’s a very important and impactful industry sector for New Jersey and we feel that Beckerman Public Relations’ proactive campaign, on behalf of NJTIA, will give the industry a greater voice among its various constituents.”

About Beckerman Public Relations

Founded in 1989, Beckerman Public Relations is one of New Jersey's largest independent, full-service public relations firms, representing clients in a range of industries including real estate, finance, legal, travel and tourism, general corporate services, and others. For more information, call 908-781-6420 or visit www.beckermanpr.com.

About NJTIA

Established in 1992, the New Jersey Travel Industry Association (NJTIA) is a non-profit trade organization that represents, and speaks for, the common interests of New Jersey's \$37 billion travel industry. As a public voice and political liaison for the entire New Jersey tourism industry, NJTIA promotes increased travel to and within New Jersey through marketing initiatives and serves as the state's travel industry advocates with the New Jersey government. For more information, call 609-396-2020 or visit www.njtia.org.

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