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# Lt. Governor Kim Guadagno Continues "Tourism Tuesday" Campaign With Visits To The Yogi Berra Museum & Learning Center And United States Golf Association (USGA) Museum

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Stops Part of Ongoing Summer Effort to Promote New Jersey's Diverse Tourism Venues

**Trenton, NJ** - Continuing this summer's "Tourism Tuesday" campaign, Lt. Governor Kim Guadagno today visited the Yogi Berra Museum & Learning Center in Little Falls and the United States Golf Association (USGA) Museum in Far Hills. The visits sought to highlight New Jersey's unique contributions to American sports and its leading role in preserving that legacy for future generations.

"Nowhere is New Jersey's place in sports history more evident than in the two destinations we are visiting today," said Lt. Governor Guadagno. "Yogi Berra is a national treasure who has inspired generations of ballplayers through his leadership and example, while professional golf is one of the most popular sports in the world. These are two extraordinary legacies, and our ability to provide visitors with such exciting and educational experiences strengthens New Jersey's reputation as an ideal tourism destination for all ages and interests."

Opened in 1998 on the campus of Montclair State University, the Yogi Berra Museum & Learning Center has become the leading sports education center in the tri-state area. In addition to chronicling the life and career of one of the most popular and beloved American athletes in history through guided tours and an array of exhibits, the venue offers a variety of grade-level specific educational programming that covers such topics as baseball and social justice, baseball and the presidents, ethics in sports journalism, women's sports and gender equity, and careers in sports. Similarly, the Museum's Coaching Institute offers informative workshops as well as programs on social topics like sportsmanship and anti-bullying.

Museum Board President Mark Markowitz welcomed Lt. Governor Guadagno in typical Yogi Berra fashion by saying, "We are delighted the Lt. Governor took "the fork in the road" to the Yogi Berra Museum & Learning Center."

The USGA Museum in Far Hills holds the distinction of being America's first major sports museum and boasts the world's premier collection of U.S. golf history and research materials, including more than half a million photos, 70,000 artifacts and 9,000 hours of historic film and video footage. Through interactive displays and exhibits, the USGA Museum is committed to preserving and promoting the game's stories.

"We're honored to showcase more than 100 years of American golf history to the Lt. Governor, and highlight the scientific research conducted daily on our New Jersey campus," says Mike Davis, USGA Executive Director. "The country's first sports museum, it shares rich stories of the game's continuing national impact."

Additional USGA Museum attractions include the Test Center, which monitors and establishes equipment standards in its indoor and outdoor test ranges, machine shop and electronics lab, and the Pynes Putting Course, which allows visitors to putt with replica equipment from past centuries.

The "Tourism Tuesday" campaign was created to help promote the diversity of New Jersey's tourism industry during the critical summer season. In March, the Christie Administration announced that New Jersey's tourism industry set a new record in 2013, generating more than \$40 billion in overall tourism-related demand. Visitor spending, capital investment and general government support of tourism tallied a record of \$40.4 billion, a 1.3 percent increase over 2012. Visitation in New Jersey also rose to 87.2 million in 2013, a 5.9 percent increase compared to 2012.

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To learn more about the programs and attractions offered by the Yogi Berra Museum and Learning Center and the USGA Museum, visit [www.yogiberramuseum.org](http://www.yogiberramuseum.org) and [www.usgamuseum.com](http://www.usgamuseum.com), respectively.

Anyone interested in learning more about the unique collection of vacation opportunities available throughout New Jersey is encouraged to visit the state's Division of Travel and Tourism website at [www.VisitNJ.org](http://www.VisitNJ.org).

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