



Home Field Advantage

With The Announcement That MetLife Stadium Will Host WWE's WrestleMania XXIX In 2013, New Jersey Has Solidified Itself As The Premier Destination For Sports And Entertainment Events

Since taking Office, Governor Christie has taken strategic, comprehensive efforts to ensure New Jersey continues to be a leading destination for sports and entertainment events. The Governor's actions will result in hundreds of millions of dollars in economic growth benefiting businesses – large and small – throughout New Jersey. In addition to WrestleMania, the Garden State is welcoming the Ironman Triathlon in 2012, the 2014 Special Olympics National Games, and Super Bowl XLVIII. Additionally, numerous concerts, tournaments and events are making New Jersey a must-stop venue for sports and entertainment.

WrestleMania 101:

- WrestleMania is the WWE's annual pop culture extravaganza and will be held at MetLife Stadium on Sunday, **April 7, 2013**.
- Over the past four years, WrestleMania has generated **more than \$200 million** in cumulative economic impact for its host regions.
- WrestleMania Week activities include: a WWE Hall of Fame Induction Ceremony; an interactive fan festival; Make-A-Wish Pizza Party; the finals of the WrestleMania Reading Challenge and other community-based events.
- The pay-per-view event will be televised in more than 100 countries and 30 languages. In 2011, 71,617 fans from all 50 states and 30 countries converged on the Georgia Dome for WrestleMania XXVII.

New Jersey will be hosting several other major sporting events, including:

- **Super Bowl XLVIII** in 2014 which has the potential to bring upwards of **\$500 million** of economic development to New Jersey;
- **The Special Olympics National Games** this coming June is slated to bring 4,500 athletes and coaches for 14 Olympic-style sports and at least 8,000 volunteers to the Garden State;
- **Formula 1 Grand Prix of America** at Port Imperial in Weehawken and West New York beginning in June 2013 for at least 10 years;
- **Ironman Triathlon** estimated to bring **\$50 million** to the region this August.

New Jersey has already showcased its world-class venues for a broad spectrum of events, including:

- **Red Bull Air Race** (June 19 – 20, 2010) drew tens of thousands of spectators to Liberty State Park;
- **NCAA Men's Basketball Regional Tournament** (March 2011) held in Newark, our State's largest city, brought in over **\$6.3 million** and more than **36,500 visitors** during the two day tournament;
- **2011 Major League Soccer All-Star Game** (July 27, 2011) which was played in front of a sell-out crowd of nearly 27,000 fans.

The Garden State's Home Field Advantages' Include:

- Three major professional sports franchises, bolstered by new, state-of-the-art facilities.
- World-class golf courses that host internationally known tournaments, such as:
 - 2012 US Women's Amateur Public Links Championship;
 - The Barclays PGA Tournament;
 - Shoprite LPGA Classic;
 - Atlantic City World Amateur Open.
- Annual sporting events that highlight New Jersey's versatility:
 - U.S. Rowing National Championships;
 - Mid-Atlantic \$500,000 Fishing Tournament;
 - NHRA SuperNationals Race.

New Jersey has welcomed internationally known artists to its first-class arenas, such as:

The Prudential Center which hosted 215 events with 2.5 million visitors in 2010;

The Izod Center last year hosted more than 120 events, which were attended by more than 875,000 people.