



## OFFICE OF THE GOVERNOR

### NEWS RELEASE

PO BOX 004

CONTACT: Pete McDonough  
Julie Plocinik  
(609) 777-2600  
Linda Conlin - Travel and Tourism  
609-633-7287

TRENTON, NJ 08625

RELEASE: February 10, 1998



---

### **"NEW JERSEY & YOU ARE STILL PERFECT TOGETHER" FINDS GOVERNOR WHITMAN IN HER TRAVELS**

How do you pronounce New Jersey & You...Perfect Together? Indeed, it's a question that Gov. Christie Whitman might soon be asking former Gov. Tom Kean with the upcoming re-launch of the state's tourism slogan New Jersey & You...Perfect Together.

Gov. Whitman announced that the state will re-launch this spring the popular theme of New Jersey & You...Perfect Together, made legendary by images of former Gov. Kean strolling on the state's white sandy beaches. Gov. Whitman will also push for legislation to make the slogan permanent as New Jersey's signature tag line.

"There are a lot of people who think New Jersey & You...Perfect Together has always been our state slogan because it created strong appeal and is still so recognizable today," said Gov. Whitman. "I believe we have a wonderful opportunity to bring back this slogan to better promote New Jersey into the next millennium."

"What better time to re-launch this slogan than now -- in time to promote the spring season as well as our busiest tourism period, which is summer," said State Tourism Director Linda Mysliwy Conlin. "It will be very exciting to draw upon the well-established New Jersey & You...Perfect Together slogan to foster additional tourism, from the Skylands region to Cape May."

Gov. Whitman will unveil the new advertising campaign for New Jersey & You...Perfect Together on March 24 as part of this year's annual Governor's Conference on Tourism, said Conlin. In content and layout, the new ads will highlight the state's diversity and increase its over half million annual visitor inquiries.

"I've often said that I want to be New Jersey's best ambassador. New Jersey & You...Perfect Together reminds all 8 million of our residents that they are truly New Jersey's best ambassadors. If they appreciate all that is great

about New Jersey, others will too," concluded Gov. Whitman.

The Governor's Conference on Tourism, which is sponsored by the Division of Travel and Tourism and the New Jersey Travel Industry Association, will run March 22-24 at the Brunswick Hilton and Towers in East Brunswick.

####

---

**njhome**