

Lt. Governor Guadagno Begins 2015 "Tourism Tuesday" Visits at Grounds For Sculpture and the Trenton Thunder

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Stops, Recommended Via Social Media, Promote Tourism Opportunities Throughout New Jersey

Trenton, NJ – Marking the beginning of this summer's "Tourism Tuesday" stops, Lt. Governor Kim Guadagno today visited Grounds For Sculpture in Hamilton.

"One of my favorite jobs is sharing all of the historical, cultural, artistic and recreational opportunities available in New Jersey," said Lt. Governor Guadagno. "2014 was a record-breaking year for New Jersey tourism, with New Jersey's non-Shore counties accounting for more than half of all tourism spending. Tourism Tuesday shines a light on a few of the great tourist destinations throughout the Garden State and will help make 2015 an even stronger year than the last."

Lt. Governor Guadagno launched Tourism Tuesday in the summer of 2014 to bring attention to the wide variety of tourist destinations throughout New Jersey. For 2015, the Lt. Governor took to social media and encouraged residents to post photos, comments and recommendations for their favorite tourism spots on the Tourism Tuesday tab on the Visit New Jersey Facebook page, emailing tourism.tuesday@sos.nj.gov, or by using #tourismtuesday on Twitter and Instagram (@LTGovGuadagno). Her visits today were suggested via social media.

"As one of New Jersey's premier cultural destinations, Grounds For Sculpture offers fun and exciting ways to engage with art and nature year-round – whether it's exploring our 42 enchanting acres, admiring an impressive indoor exhibition of sculpture, taking a memorable art class, or hearing a concert from your new favorite band. It's a very special, beautiful place," said Gary Schneider, Executive Director of Grounds For Sculpture. "Once you visit us, you'll want to bring everyone you know."

Established in 1992, Grounds For Sculpture features a permanent outdoor collection of works by well-known and emerging American and international artists, as well as seasonal exhibitions and educational programs. In 2014, Grounds For Sculpture saw record attendance, welcoming 232,000 visitors during the year. More information on Grounds For Sculpture is available at www.groundsforsculpture.org/.

This evening, the Lt. Governor will throw the first pitch at the Trenton Thunder's home game against the Altoona Curve at Arm & Hammer Park in Trenton. The minor league baseball team has been recognized as the "Nation's Best Franchise" for its outstanding and unique fan experience. In 2014, more than 361,000 fans attended games at Arm & Hammer Park throughout the summer. More information is available at www.trentonthunder.com.

In 2014, Mercer County saw a 5 percent increase in tourism demand over 2013. Statewide tourism-related demand generated a record-breaking \$42.1 billion in 2014, a 3.8 percent increase over 2013. Visitation in New Jersey also rose to 93.2 million in 2014, a 4.4 percent increase. More information on New Jersey's attractions is available online at <http://www.visitnj.org/>.

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