

FIRST NIGHT MORRIS COUNTY 2010

New Jersey's Biggest and Brightest New Year's Eve Celebration

FOR IMMEDIATE RELEASE

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**FIRST NIGHT MORRIS CREDITS LOYAL CORPORATE SPONSORS**

**FOR SUPPORT IN TOUGH ECONOMIC TIMES:**

**Generosity of Local Corporations and Partnership with The Community  
Theatre Allow for Rollback Admission Pricing This Year**

First Night Morris County - New Jersey's largest New Year's Eve celebration of the arts and culture - is pleased to offer special rollback pricing on its advance admission button sales. A button pre-sale will take place from December 1<sup>st</sup> through 15<sup>th</sup> only at the box office of The Community Theatre at Mayo Center for the Performing Arts. Buttons purchased at the Theatre box office will be offered at \$15.00 each for this limited time.

"First Night Morris County has been around for 18 years because, in addition to providing exceptional, diverse performances, they have made it a priority to remain affordable for families, seniors and anyone who is looking for a safe and economical way to ring in the New Year," said Dr. Lynn L. Siebert of the Arts Council of the Morris Area, which has been providing artistic programming since the event's inception in 1992.

"I got involved in First Night because my employer, AAA New Jersey Automobile Club, which has been a longtime sponsor and recognizes the value of providing an alcohol-free celebration accessible to all area residents and visitors. I continue to be heartened by the fact that First Night Morris County's generous corporate sponsors never let us down - even when times are tough. Without their loyalty, our prices could not remain so low," according to First Night Morris chair, Debra Williams.

Among First Night's longtime corporate sponsors is Atlantic Health System, which not only provides generous financial support, but also provides three shuttles to transport First Night attendees. Provident Bank will sponsor this year's midnight fireworks display, and Novartis and AAA New Jersey Automobile Club remain among the event's largest corporate partners. Additional support is provided by TD Bank, Highlands at Morristown Station, New Jersey Monthly, The Star-Ledger, Hyatt Morristown, Colgate Palmolive, Wyeth and Riker Danzig.

After December 15<sup>th</sup>, buttons will be sold at locations throughout Morris County and at select locations in neighboring counties at \$20.00 each or \$60.00 for a value 4-pack. On December 31<sup>st</sup>, buttons are only available at the Hyatt Morristown and The Community Theatre, where they will be sold for \$25.00. Children 4 and under are always free.

For a list of performances and button sales outlets (December 16-30), visit [firstnightmorris.com](http://firstnightmorris.com).

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