NEW JERSEY STRONGER THAN THE STORM | MEDIA ALERT

MEDIA ALERT: **Stronger than the Storm Brings Kites and Castles to Cape May City, NJ**

Kites and Castles features sandcastle building, a kite making workshop and a life size sandcastle built by a world-renowned sand sculptor as well as family friendly beach games

WHAT: Stronger than the Storm, a comprehensive consumer campaign developed to raise awareness of the Jersey Shore's recovery, brings Kites and Castles **(#kitesandcastles)** to Cape May City, NJ. Family friendly activities include sandcastle building, a kite making workshop beach games and a life size sandcastle built by a world class sculptor.

WHEN: Saturday, August 17th
Time: 9:30 AM – 12:30 PM

WHERE: 2nd Avenue Beach near Sunset Pavilion – map
Cape May City, NJ

INTERVIEW/ PHOTO OPPS: There will be opportunities to interview Mike and Seal Dallmer of the South Jersey Kite Flyers Club and World Class Sand Sculptor Matt Long of Can You Dig It. There will also be opportunities to capture photos and b-roll of sandcastle building, kite making and flying.

About Stronger than the Storm
Stronger than the Storm is a comprehensive consumer campaign developed to raise awareness of the Jersey Shore's recovery from Superstorm Sandy in an effort to support tourism and local businesses. The campaign encourages New Jerseyans and potential visitors to come to the Jersey Shore, support local businesses, as they are ready and have reopened their doors. Managed by the New Jersey Economic Development Authority, and with support from the United States Department of Housing and Urban Development, the campaign highlights the region's ongoing recovery and preparedness for the summer 2013 tourist season. The Jersey Shore represents the largest portion of New Jersey's $38 billion tourism industry and is a major source of jobs and economic activity for the state. In addition to being a central component of the state's economy and workforce, the Jersey Shore is also one of our nation's great environmental and recreational treasures. For more information and to learn more about community resources and exciting events taking place at the Jersey Shore this summer, please visit www.strongerthanthestorm.com.

Facebook: Strongerthanthestorm
Twitter: @NJStronger
Instagram: NjStronger, #STTS
YouTube: Strongerthanthestorm

CONTACT:

Gina Giacomantonio ggiacomantonio@mww.com (917) 209-4458