



For Immediate Release

### **ShopRite to sponsor Hunterdon County 300<sup>th</sup> birthday celebration**

**FLEMINGTON (September 9, 2013)** - Although settled in the early 1600s, Hunterdon County was officially incorporated on March 22, 1714 and was the largest county in the colonies, stretching from the New York State border down to what is now Burlington County, NJ.

On March 22, 2014, the Hunterdon County Tricentennial Committee will celebrate the 300<sup>th</sup> birthday of the county's incorporation, with a major parade down Main Street in Flemington, the County's Seat, followed by cake and "make your own hot chocolate" for 2,000 people. Fireworks are also planned for that evening.

ShopRite of Hunterdon County, a family business which owns and operates three ShopRite stores in New Jersey, will be supplying the cake, hot chocolate and all of the whipped cream, peppermint sticks and mini marshmallows for that event, as well as refreshment and food for more than 100 other events throughout 2014 and various fundraising events in 2013.

ShopRite of Hunterdon County has been serving the communities of Hunterdon and southern Warren County for over 50 years. The Colalillo family started the business with a small store in downtown Flemington more than 50 years ago with a handful of employees and has grown to three stores with more than 1,100 employees today.

"We are delighted to be a part of Hunterdon County's 300<sup>th</sup> birthday year and are committed to helping the Committee raise the funds necessary to coordinate this impressive celebration," said Joe Colalillo, president and CEO of ShopRite of Hunterdon County. "My family and I have been a part of the Hunterdon County community for more than fifty years. We have deep roots here and we believe in giving back to our neighbors and loyal customers that have enabled us to sustain and grow our business over the years."

The Hunterdon Tricentennial Committee has planned at least one major event during each month in 2014, including a Civil War Encampment, a One Man Show on the life of Charles Lindbergh, Black River and Western Train Excursion, Leni Lenape Indian Encampment and a major display of historic quilts. Besides major events, there will be dozens of lectures focusing on the history of the county including on architecture, interesting wills, house genealogies, women, slavery and the dairy industry. A series of walking tours will bring the public to small hamlets and villages throughout the county. There are also a variety of bus tours planned to see lime kilns, farms, churches and taverns. The Tricentennial

Committee envisioned having refreshments available at every event, tying each event together as a year-long birthday party.

ShopRite's commitment also goes beyond supplying all of the food for the birthday celebration.

ShopRite of Hunterdon County is also sponsoring the production of a calendar poster, which is being created by renowned artistic couple and Hunterdon residents, Dan and Marty Campanelli. The poster, which will display three of Dan Campanelli's watercolors of Hunterdon historic structures, will have all of the 300<sup>th</sup>'s events that have been booked by October, 2013 printed on the poster. 25,000 calendar-posters will be distributed for free at the Clinton and Flemington ShopRites as well as the 3 county libraries, the 26 municipalities and the Office of the County Clerk.

In addition, ShopRite of Hunterdon County has committed \$5,000 toward the Tricentennial's Donor Brick project. This project is selling personalized bricks at different funding levels to individuals, families and corporations, to support a major commemorative improvement to the outdoor area at the Main Branch of the Hunterdon County Library on Route 12 in Raritan Township. The Tricentennial Committee is hopeful that the project will be complete in time to bury a time capsule there to be opened in 2114.

The Hunterdon County Tricentennial Committee is a registered Federal and NJ State not-for-profit established in 2011 to create educational programs and events for the 300<sup>th</sup> birthday celebration of Hunterdon in 2014. The Committee currently has more than 180 volunteers who are planning almost as many lectures, tours, events and activities.

Tricentennial Chairwoman Marcia A. Karrow acknowledged the significance of the ShopRite of Hunterdon County's donation, "This commitment guarantees the Hunterdon County Tricentennial Committee's ability to make our celebration a real party as well as help us communicate an incredible calendar of events, activities and programs in 2014 and leave a lasting commemorative for future Hunterdon residents to enjoy. Because of ShopRite's generosity, the 300<sup>th</sup> will be a yearlong celebration that will be talked about for generations. We are both proud and happy to call ShopRite of Hunterdon County our friend, partner and sponsor."

For more information on the county's tercentennial calendar, fundraisers, commemoratives or volunteering, please visit the website [www.hunterdon300th.org](http://www.hunterdon300th.org).