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Jersey City Is Final Town For New Jersey Devils and Prudential Center MY TOWN Series
Jersey City takes fan nomination for fifth and final town
Will be highlighted during March 31 vs. Florida

Newark, NJ – MARCH 27, 2014 – In celebration of New Jersey communities, the New Jersey Devils and Prudential Center recently launched the [MY TOWN series](#), a new tradition that will highlight the diversity and culture within New Jersey. MY TOWN will celebrate greatness throughout the stories of everyday leaders and heroes in our towns. After hundreds of submissions, New Jersey Devils fans have spoken and Jersey City will be honored during the game versus Florida on March 31.

“We are pleased to celebrate Jersey City through our MY TOWN series. The voice of our fans drove this selection for our final MY TOWN game this season. Recognizing these dedicated fans and working with local community leaders to develop inspiring platforms that give back is something we strive towards doing on every level possible,” said Hugh Weber, President of Devils Arena Entertainment. “We work hard to represent our community, and to create experiences through Devils games and concerts that we can all be proud of.”

Jersey City will be recognized in game with honorary captain of the game, 7-year-old Ethan Sandlofer who lost his mother to cancer and has raised \$78,000 through cycling for cancer research, a special in-game welcome, a vignette on the community, and a Heroes Among Us feature for fallen Jersey City Fire Captain Gregory Barnas. A musical performance from VOX, the official vocal group of Saint Peter's Preparatory School, will take place on the main concourse prior to the start of the game. A portion of the proceeds from a special ticket offer for Jersey City residents at newjerseydevils.com/jerseycity (code: JERSEYCITY) will go to benefit www.jcedc.org to support a summer internship program for Jersey City youth. In addition, Jersey City will be honored during the off-season with community outreach events.

“We are thrilled that the New Jersey Devils are spotlighting and honoring Jersey City during their MY TOWN series,” said Jersey City Mayor Steven Fulop. “Jersey City is one of the most dynamic cities in the region and working to enhance the many attributes that make Jersey City a place so many want to call home. Our goal is to make Jersey City the best mid-size city in America and we are well on our way.”

With nearly a quarter million residents, Jersey City is the second-largest city in New Jersey and home to one of the most diverse communities in the country. Jersey City's cultural diversity, rich history, prime location, great parks, and excellent mass transit system are all contributing to its continued growth as a commercial and residential hub as well as a tourist destination. Home to dozens of Fortune 500

companies, financial firms, and main street businesses, Jersey City continues to be a leader driving the State's economy.

About the New Jersey Devils

The New Jersey Devils are part of the 30-team National Hockey League, with teams throughout the United States and Canada. Established in 1982, they are currently in their 32nd season in the Garden State. During that time, the team has won three Stanley Cup Championships: 1995, 2000 and 2003.

About Prudential Center

Prudential Center is home to the three-time Stanley Cup Champion and 2011-2012 Eastern Conference Champion New Jersey Devils, Seton Hall NCAA Division 1 Men's Basketball and over 200 events a year including major concerts, the NCAA East Regional, the NBA Draft and the 2013 NHL Draft. Opened in October 2007, the arena welcomes over 2 million guests through its doors annually, ranking third in the U.S. for year-end 2013, according to leading industry publication Venues Today. Prudential Center is located in downtown Newark just two blocks from Newark Penn Station, accessible via NJ Transit, PATH and Amtrak, while at the heart of cross-roads for five major highway access routes and 12 miles from midtown Manhattan.

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