

# NEWS

## VOLUNTEER CENTER OF BERGEN COUNTY, INC.

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### Is Bergen County Ready for Super Bowl 2014?

Bergen County - New Jersey and New York are co-hosting the 2014 Super Bowl at MetLife Stadium in the Meadowlands. With this event comes an opportunity to showcase all that northern New Jersey has to offer to the estimated 150,000 visitors that will descend upon the region in the weeks prior to the event, bringing with them an estimated \$500 million in shared revenue.

Dr. Rich Petriccione, Senior VP of Philanthropy and Community Relations for the 2014 NY/NJ Super Bowl, will be the featured speaker at the Bergen LEADS Fifth Friday luncheon, to be held on Friday, June 29, 2012 from 12 noon to 2 pm at the Stony Hill Inn, 231 Polifly Road in Hackensack.

Fifth Friday is hosted by Bergen LEADS, Bergen County's civic leadership program for adults that is sponsored by the Volunteer Center of Bergen County. A limited number of tickets are still available for the event. Tickets are \$35.00 and may be purchased online at [www.bergenleads.org](http://www.bergenleads.org), or by calling 201-489-9454, Ext. 119. No tickets will be sold at the door.

Dr. Petriccione will speak about building a local team to help accomplish the many tasks that need to be undertaken to coordinate, align and integrate efforts for philanthropy, community relations and volunteers for the festivities surrounding Super Bowl 2014.

"Ready or not—the Super Bowl is coming to northern New Jersey," says Dr. Petriccione. "I look forward to visiting some old friends in Bergen County and making some new ones as we explore and discuss how the Super Bowl will impact our area, how we can improve our reputations, how we will host the world's largest sporting event, and create memories that will, hopefully, last a lifetime."

Wells Fargo is the presenting sponsor for the 2012 Bergen LEADS Fifth Friday series. Additional supporters include TD Bank, Archer & Greiner PC, PNC Bank, Meadowlands Regional Chamber of Commerce, Synetek Solutions, Girls Scouts of Northern New Jersey and the Northern New Jersey Community Foundation.

For more information about Fifth Friday or Bergen LEADS, call 201-489-9454 Ext. 119.

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