

NEWS

VOLUNTEER CENTER OF BERGEN COUNTY, INC.

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Bergen LEADS Fifth Friday to Feature Super Bowl Executive

Bergen LEADS Fifth Friday, a powerful networking and learning event that attracts leaders from every sector in Bergen County, will be held on 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. Tickets are \$35.00 and must be purchased in advance by calling 201-489-9454 Ext. 119, or by registering online at www.bergenleads.org.

Wells Fargo is presenting sponsor for the 2012 Fifth Friday series. John Garone, Regional Director of Wells Fargo Private Bank says, "Wells Fargo is a proud supporter of Bergen LEADS because the program encourages civic engagement and the development of solutions to critical issues. We also salute those enrolled in the program because they are making Bergen County a great place to work and live. The Fifth Friday series features thought provoking topics and high-profile speakers important to the County in a setting conducive to networking and discussion. Our participation with Bergen LEADS is just one of the many ways Wells Fargo works with local communities to ensure the areas we serve are economically vibrant places."

The featured speaker for June 29 will be Dr. Rich Petriccione, Senior VP of Philanthropy and Community Relations for the 2014 NY/NJ Super Bowl Host Company.

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. 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 with ongoing Host Company marketing, sales and public relations efforts for all the festivities surrounding Super Bowl 2014.

Bergen LEADS Fifth Friday is also supported by TD Bank, Archer & Greiner PC, Girl Scouts of Northern NJ, the Meadowlands Regional Chamber of Commerce, (201) Executive, Fairleigh Dickinson University, Kreisler Manufacturing, Paul Miller Porsche, PSEG, Rockland Electric Company, United Water, Comprehensive Behavioral Healthcare, Calypso Creative and James D. Brown, CPA.

Sponsorships for the June 29 event are available. For more information about Fifth Friday or Bergen LEADS, call 201-489-9454 Ext. 119.

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