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For Immediate Release

**NEW JERSEY SKYLANDS INSURANCE
EXTENDS BALLOON FESTIVAL SPONSORSHIP**

READINGTON, NJ --- New Jersey Skylands Insurance Companies, a leading provider of New Jersey automobile products, has extended its sponsorship of the annual Quick Chek New Jersey Festival of Ballooning for three more years, it was announced today by Festival Executive Producer Howard Freeman.

The yearly event is the largest summertime hot air balloon and music festival in North America, attracting upwards of 125 hot air balloons, 175,000 people and worldwide media coverage. This year's 26th annual Quick Chek New Jersey Festival of Ballooning will be July 25-26-27, 2008 at Solberg Airport in Readington in Hunterdon County.

“We’re proud to announce that New Jersey Skylands Insurance will be sponsoring our opening concert on Friday night, July 25 to kickoff our legendary performance series,” said Freeman, whose Festival has featured rock legends and Hall of Fame musicians such as The Beach Boys, Peter Frampton, The Doobie Brothers, Charlie Daniels, Hall & Oates, Blues Traveler and last year’s top teen sensations, the Jonas Brothers. “Their sponsorship allows us to pursue top bands and contemporary artists to start the Festival and entertain our attendees on opening day.”

“The Festival provides us with an excellent opportunity to reach out to our existing client base as well as new customers,” said John Tiene, Vice President at Basking Ridge, NJ-based New Jersey Skylands Insurance Companies. “We’re proud of what we do as a company and we’re just as proud to be associated with a high-quality, family-oriented event in the Quick Chek New Jersey Festival of Ballooning.”

Freeman and Tiene said the concert headliner will be announced in the early Spring.

(more)

BALLOON FESTIVAL SPONSOR – p. 2

Last year New Jersey Skylands Insurance sponsored the Free Express Shuttle Bus service between Raritan Valley Community College and the balloon festival at Solberg Airport. As a result of that experience, the company has increased its involvement with the Festival, which has grown into a premier family entertainment event for the area.

“We saw that the Festival allows us to build our name recognition with our target audience and also provides cross-promotional opportunities with the other sponsors, too,” said Tiene, whose plans for 2008 include a company pavilion to offer those attending the Festival a place to rest and recharge. The company will also distribute a unique promotional item to concert-goers on Friday night. “Howard is very involved with helping his sponsors and partners activate and maximize their sponsorship involvement and potential.”

Working with local independent insurance agent partners, New Jersey Skylands Insurance provides its customers with the personal automobile insurance products that are right for them. The firm was also the first insurer in the state to provide Identity Theft Resolution Services at no charge. The company’s dedicated staff of insurance professionals are highly regarded for providing outstanding customer service and the company’s fleet of Skylands Response Vehicles are equipped with the latest technology to reduce paperwork and provide quicker claim service.

And it shows – customers who had claims last year gave New Jersey Skylands a 97% customer claim satisfaction rating.

Tiene also has a personal attachment to hot air ballooning. His great, great, great grandfather, Dr. John Sheldon was the first Englishman to make an ascent in a balloon in 1784.

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