



PRESS RELEASE
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Photos for Print Ads for Levi's Jeans Shot at The Peninsula at Bayonne Harbor

Bayonne, August 1, 2003 – Levi Strauss & Company shot photographs for a new clothing campaign last week at The Peninsula at Bayonne Harbor.

Using the former Military Ocean Terminal's watertower and railroad tracks as a backdrop, the photographs feature men, women and children in an industrial setting. The Levi's clothing worn in the ads will be featured in spring 2004.

"When we started looking at sites, we immediately thought of The Peninsula at Bayonne Harbor," said Tibi Schefflow, location manager.

"The Peninsula is very well know for hosting shoots and was one of the first places we considered," Schefflow added.

Future plans for The Peninsula at Bayonne Harbor call for a vibrant mixed-use waterfront development plan comprised of residential, light industrial, commercial and office space. The site will also feature a marina with ferry service, access to public transportation, more than two miles of waterfront walkway and numerous recreational areas with parks and playgrounds.

For more information, please contact Nancy Kist at the Bayonne Local Redevelopment Authority at (201) 823-0333.

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