



PRESS RELEASE
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Ready For A Close-Up New video markets redevelopment project at The Peninsula

Bayonne, NJ, December 2, 2005 – If you film it they will come. That’s the idea behind “Unlocking Opportunity,” a soon-to-be released video designed to attract future investment to The Peninsula at Bayonne Harbor.

The ten-minute video, produced by the Bayonne Local Redevelopment Authority (BLRA), provides prospective developers and investors a brief history of The Peninsula from its initial plan as an industrial port in the 1930s, its conversion to a military base for five decades to its ultimate transfer back to the City of Bayonne in 2002. The film also highlights the numerous infrastructure improvements completed on The Peninsula and the ambitious plan to transform the 430-acre tract — an area larger in size than the nearby city of Hoboken — into a vibrant, mixed-use community reflecting Bayonne’s distinct identity.

Officials from the BLRA see the video as part of an overall marketing initiative to attract investment to the largest redevelopment effort currently underway in the metropolitan region. “A project of this size and scope presents tremendous challenges,” said Nancy Kist, Executive Director of the BLRA. “The film is a terrific vehicle for articulating the substantial progress that’s been made and the exciting developments to come.”

Portions of the new film also promote the city’s hometown atmosphere and quality of life, reinforcing planners’ vision of developing The Peninsula as an integral part of Bayonne. “From the beginning, our commitment has been to ensure that any new development fits in with the rest of the community,” said Mayor Joseph V. Doria, Jr. “Unlocking Opportunity” will also air on local cable channels beginning in December.