



**FOR IMMEDIATE RELEASE**  
**January 10, 2005**

**Contact:** Patti Baxter 732.933.9473  
[patti@jsjbf.org](mailto:patti@jsjbf.org)

## **Red Bank First Night is a Success**

An unseasonably warm night, over 50 great performers and more than 5,000 excited revelers of all ages combined to make the return of Red Bank First Night a success. Buses were packed as they transported attendees to twenty venues throughout town. Magicians and storytellers enthralled children and adults alike, face painters and inflatable rides were a hit with the younger set and the BMX demonstrations drew huge numbers of teens. The Cherokee Nation of New Jersey demonstration had a standing-room-only crowd, as did the bagpipers of Atlantic Watch and the Chuck Lambert Band.

The grand finale included an exuberant performance by blues favorite Roxy Perry on the Broad Street stage. The crowd danced in the streets while waiting for the ball to drop, as a giant screen projected a live feed from Times Square in New York City.

Over 2,600 buttons were sold in numerous venues in Red Bank and the surrounding towns, and many were given out to volunteers who helped through the evening. "The town and the Advisory Board were pleased with the outcome of the event," said Ronnye Schreiber, chair of First Night. "We were thankful for the 75 volunteers that came to help. However, we could have used closer to 200."

The hit of the night was the Scavenger Hunt that enabled over 1,000 people to try their luck at winning the grand prize from Tropicana Casino and Resorts in Atlantic City and prizes from Red Bank businesses. Over 50 people went home with everything from bank bonds to toys to hotel stays.

What would we do next year to make it a bigger and better event? "Start a lot earlier!" said Schreiber. "We pulled this off in three months. We've already begun planning for next year to ensure a smoother, even more exciting event."

Sponsors included Fidelity Investments, Tropicana Casino and Resorts, PNC Bank, Sovereign Bank, Marriott Vacation Club, Courtyard Marriott Red Bank, and Holiday Inn Tinton Falls.

"The Jersey Shore Jazz & Blues Foundation (JSJBF) was committed to ensuring that First Night returned to Red Bank," said Dennis Eschbach, president of JSJBF. "We worked closely with our event management partner, PlanetConnect, to cover every aspect of the event."

If you want to be a part of next year's Planning Committee, send email to [info@redbankfirstnight.com](mailto:info@redbankfirstnight.com). Photos of this year's event can be found at [www.redbankfestival.com](http://www.redbankfestival.com).