

For Immediate Release:

June 13, 2012

Contact:

Diane Weiss, at NJLBA, 609-394-6730

Licensed Beverage Association's Annual Picnic Will Benefit Scholarship Foundation

Trenton – The New Jersey Licensed Beverage Association (NJLBA) will host the annual Wellhofer-Wilinski Scholarship Foundation Picnic on June 27, from 2 p.m. to 7 p.m., at the Oak Tree Lodge, located on Schoolhouse Road in Wall Township, Monmouth County.

According to NJLBA Executive Director Diane Weiss, the picnic is a wonderful opportunity for members of the state's liquor industry to enjoy a fun-filled day with their colleagues and friends, while helping to support young people who are pursuing higher education.

“The association, which represents on-premise licensed beverage retailers throughout the state, is honored to be able to provide these scholarships every year,” Weiss said. “Not only is it an enjoyable day with food, music and activities, the proceeds directly benefit college-bound individuals. It's really a win-win for everyone.”

Open to all liquor licensees and their employees, as well as members of the general public, the event helps to raise money for two college scholarships that are awarded annually by the association. Named after William G. Wellhofer, a founding member of the New Jersey Tavern Association (now known as the NJLBA), and Robert Wilinski, the longtime chief counsel to the association, the non-profit foundation provides \$2,500 each year for a total of four years to the recipients.

Children and grandchildren of current NJLBA members, as well as retired members who were active in the association for at least five years prior to retirement, are eligible to apply for the scholarships. All applications are reviewed by a committee, and recipients are selected based on criteria

that includes the student's GPA, community service projects and extra curricula activities. The recipients of this year's awards will be announced at the picnic.

NJLBA President Fred Barnes, a bar and tavern owner from Clifton, Passaic County, added that the association will be celebrating its 80th anniversary this November.

"We're very proud to have been able to represent the state's liquor licensees for nearly eight decades," Barnes noted. "As the voice for bar and tavern owners, the association plays a critical role in helping our business owners effectively meet the challenges facing the industry today. I'm proud of the association's accomplishments, and in particular, of the scholarship foundation, which is helping to provide a solid future for our young people."

Tickets for the picnic are \$60 each and can be purchased at the door the day of the picnic, or in advance by calling the NJLBA at 1-800-LBA-0076 or 609-394-3760.

###