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***Mayor Fulop Announces the  
'Jersey City Make It Yours' Instagram Selfie Contest;  
Photograph Places Where You've Made Jersey City Yours  
and Enter to Win One of 10 \$150 Gift Certificates***

**JERSEY CITY** – Mayor Steven M. Fulop and the Jersey City Economic Development Corporation are proud to announce the **JC Make It Yours Instagram Selfie Contest**, which will give 10 lucky winners the opportunity to win a \$150 gift card to a locally owned Jersey City restaurant or store of choice, as well as a Jersey City T-shirt and tote bag, by sharing photos of themselves at Jersey City locations and landmarks.

“The Jersey City Make It Yours campaign is not only about showing others how great Jersey City is, but it is also a way for residents to show their civic pride,” said **Mayor Fulop**. “Whether you were born here or moved here, Jersey City residents love their city and this contest allows everyone to show how they have made Jersey City theirs. I am looking forward to seeing many creative entries on Instagram.”

To enter the JC Make It Yours Instagram Selfie Contest, follow these three easy steps:

- 1) Follow Jersey City's Instagram page @JerseyCityNJ
- 2) Take an original selfie photo in front of a local place/landmark in Jersey City that inspires you to make Jersey City yours, and then tell us why with a brief caption
- 3) Be sure to tag your entry with @JerseyCityNJ and #JCMakeItYours

**Added Bonus:** Take an additional selfie with a “Jersey City Make It Yours” ad in the background (on a billboard, in the PATH train, in a taxi cab, on the side of a bus, etc.) and include the tags @JerseyCityNJ and #JCMakeItYours, and you’ll be eligible to win an additional \$100 gift card.

Jersey City remains the second most populated City in New Jersey, allowing for a vibrant culture and endless possibilities. The Jersey City Make it Yours ad campaign reflects the diversity and beauty of the City of Jersey City, including our arts, culture and food scene, as well as the growing real estate and business opportunities that we hold.

**For more information, and for a full contest rules, please visit [www.jcmakeityours.com/rules](http://www.jcmakeityours.com/rules)**

**All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Steven M. Fulop at 201-547-4836 or 201-376-0699.////**