

# CITY OF JERSEY CITY

JERRAMIAH T. HEALY  
MAYOR



CITY HALL  
JERSEY CITY, NJ 07302  
TEL:(201) 547-5200  
FAX:(201) 547-4288

**FOR IMMEDIATE RELEASE**  
Feb. 6, 2012

Contact: Lynn Munroe  
845-548-1211  
[lynn@maracaibomedia.com](mailto:lynn@maracaibomedia.com)

Jennifer Morrill  
201-376-0699  
[jenniferm@cnj.org](mailto:jenniferm@cnj.org)

## ***Super Bowl Game-Changing Champion Chase Blackburn Visits Jersey City Kids With Message Of Hope Private Boulevard to be Named After Blackburn at Press Conference Marking Revitalization of Area***

**JERSEY CITY** – Win or lose, Giants Linebacker, Chase Blackburn promised to visit with Jersey City school kids from McGinley Square to share his thoughts about overcoming adversity and triumphing against all odds. That message took on new meaning Sunday night when Blackburn intercepted the ball in the fourth quarter of Super Bowl XLVI to set the stage for the Giants’ victory.

At a press conference scheduled for **10 a.m. on Wednesday, February 8, 2012** at McGinley Square Plaza (at the intersection of Bergen Avenue and Montgomery Street), Blackburn will be joined by **Mayor Jerramiah T. Healy**, Trinity Choice Communities developer Gary Flocco, and other city officials. Mr. Flocco will announce that a private boulevard will be named after Mr. Blackburn, who will also receive a key to the city from Mayor Healy.

The ceremony marks the official kick-off of a revitalization plan for this historic neighborhood by Trinity Choice Communities. “**Blackburn Boulevard**” will be the new hub of recreational activity for residents there, according to Mr. Flocco.

“I have really been inspired by Chase’s perseverance this year,” said Mr. Flocco, “and I knew he could bring a great message of hope to these kids as we look forward to improving this neighborhood to give residents here new opportunities.”

The plan will create all-income housing, beautiful parks and retail shops, as well as quality services and a safer environment for all residents. According to an economic impact study, the development is slated to produce 3,200 construction jobs, 1,800 permanent jobs and 15,000 ancillary jobs for the area.

(more)

(2)

“We are thrilled to welcome Mr. Blackburn to our community to share his story with our youth and to mark the kick-off of the revitalization of McGinley Square,” said Mayor Healy. “Chase Blackburn turned the game around for the Giants during the Super Bowl and we in Jersey City are working to do just the same – bring positive change and success for all of residents in all of our communities.”

Blackburn plans to visit with neighborhood students following the ceremony. It’s a role he knows well.

“I love being a teacher in my time off the field – but I hope to keep that career on ice for awhile,” said Blackburn.

Good chance of that now.

**All media inquiries regarding Chase Blackburn and Trinity Choice Communities should be directed to Lynne Munroe at 845-548-1211. All media inquiries regarding the City of Jersey City should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-376-0699.////**