

**For Immediate Release**

**IRISH BUSINESS ASSOCIATION LAUNCHES IN NEW JERSEY**

***New Jersey Discovers Business Networking With Forty Shades of Green***

**Clark, NJ – March 3, 2008** – The Irish Business Association (IBA), a new association of New Jersey business professionals and business owners of Irish descent, will be holding its inaugural meeting Tuesday, March 18. March is Irish-American Heritage Month.

The IBA was formed to promote business relationships and personal interaction within the Irish-American business community in New Jersey, based on a shared heritage. There are 1.3 million New Jersey residents claiming Irish descent, or nearly 16 percent of the state's population, according to the most recent U.S. Census.

"The IBA will leverage off this shared heritage and the inherent bonds within the Irish-American community to both foster social relationships and create business opportunities for existing and new members," said Pat Sheridan, IBA president. "The ties that bind the Irish-American community, including a social nature, can serve as conduits for opening the door of business opportunity, as well."

While many heritage-based organizations are regional or national, IBA founders felt a New Jersey-based association would more accurately represent the interests of its New Jersey business members and better focus the group's outreach and effectiveness.

The March 18 meeting of the IBA will be a combination St. Patrick's Day celebration and business networking event, and will be held at Molly Maguire's Irish Pub and Restaurant in Clark. The April and May meetings will be held at the Crown Plaza Hotel in Clark, with future locations to be determined.

The IBA is the newest member group of the Gateway Regional Chamber of Commerce, the largest business-to-business association in the New York/New Jersey region with more than 1,800 members. The Gateway is an umbrella organization of 13 chambers and networking groups.

In the last 10 years the Gateway has expanded from a small county chamber into a regional powerhouse with members throughout north-central New Jersey, in part by expanding beyond the traditional chamber format. Prior to the IBA, the Gateway's newest group was the Gateway Association of Business Women.

"We are very pleased to have the Irish Business Association under the gateway umbrella," said Jim Coyle, chamber president. "Our mission is to advance the business interests of our members, which includes expanding their reach for new business opportunities. By combining business associations that are based on gender, ethnicity, region or other common tie with the more traditional local chamber structure, we are creating an ever-expanding matrix of business networking opportunities."

Molly Maguire's Irish Pub and Restaurant is located at 1085 Central Avenue, Clark, NJ 07066. The IBA meeting will be held in the downstairs meeting room.

**Contact:**

Christopher Reardon  
Reardon Communications Group  
908.229.4674  
chris@reardoncommunications.com

