

House Republican Press Release

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**REP. CAFERO APPOINTS HERBERT JAY, VETERAN AD EXEC
TO TOURISM COUNCIL**



NORWALK – Norwalk State Rep. Lawrence F. Cafero Jr., the House Minority Leader, today announced that he has appointed advertising executive Herbert Jay, who has worked with numerous Hollywood and television stars and is currently a trustee for the Norwalk Maritime Aquarium at Norwalk, to the Connecticut Commission on Culture and Tourism.

“Herb Jay been a creative and innovative force in the highly competitive advertising and marketing industries. He has a keen sense of how to promote an idea or a person and appeal to mass markets. I believe he will be a tremendous asset to the state’s, many culture and tourism efforts,” Cafero said. Cafero also noted Jay’s civic commitment to the Aquarium as a founder and Trustee, as a director of the Norwalk Senior Center and to local youth organizations.

The commission is responsible for promoting, encouraging and coordinating Connecticut’s film, history, arts and tourism programs. Jay said he intends to focus on the Commission’s Tourism Committee.

Cafero said Jay has been president and creative director of one New York City’s oldest advertising agencies. He has worked closely with Connecticut’s major media and communications companies and has written and produced many successful radio, TV and print advertising campaigns.

“Herb certainly has the experience to help Connecticut set a course for expanding the state’s profile as a destination,” Cafero said.

Jay maintains an office in **Norwalk** and lives in **Westport**.

He conceived and introduced the Dean Martin Show and for 10 years controlled NBC television specials featuring among others, Tony Bennett, Dick Van Dyke, Carol Burnet, Pat Boone and Maurice Chevalier.

Locally, Jay has served as a Director of the Greater Norwalk Chamber of Commerce, Chairman of the Norwalk Parks and Recreation Advisory Council and Chairman of the Vitam Youth Treatment Center.

In addition, he has been on the Board of Directors of NSS Bank and Summit Bank, CT.