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Media Release

For Immediate Release

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Recent Executive Order Modification Reclassifies Certain Business Categories as “Essential”

*Mobile phone retailers and garden centers among
those that can remain open in light of stay-at-home
directive*

NEW BRUNSWICK, NJ (March 25, 2020) – An Executive Order issued by Governor Phil Murphy over the weekend has been modified to add certain businesses and industries as “essential” and excluding them from the mandatory closure requirement.

Specifically, mobile phone retailers and repair shops, bicycle shops (but only to provide service and repair,) livestock feed stores, nurseries and garden centers, and farming equipment stores are now recognized as those providing essential services to residents and agencies.

While these businesses are now allowed to be open to the public, they must follow all guidelines of social distancing and the other provisions of the original order issued Saturday to help slow the spread of COVID-19.

The City of New Brunswick is the county seat for Middlesex County and home of Rutgers, The State University of New Jersey, the world headquarters for Johnson & Johnson and two globally-renowned hospitals. New Brunswick is an educationally-focused City as well as “The Healthcare City.”

All of New Brunswick’s developments provide seamless access to major transportation lines and an extensive dining scene and an arts district, located in its bustling downtown. The City is focused not only on bringing in new residents and businesses, but also on improving the lives of every one of its residents.

For more information, please visit www.cityofnewbrunswick.org.