

John Adler was the first Democrat to represent the district in more than a century when he narrowly won the seat in 2008 over Republican Chris Myers. Another close battle followed in 2010, when Runyan narrowly beat Adler to take back the seat for the Republicans.

Daniel Douglas, director of the Hughes Center for Public Policy at the Richard Stockton College of New Jersey, said Shelley Adler's entry likely would make the 3rd District a hot race again.

"A lot will depend on how (Obama) runs in the district, but the Adler name still has a lot of positive connotations in the district. So she's not starting from scratch," Douglas said. "The name recognition from her husband and her own political career gives her a fighting chance, even with the district's changes."

Adler also will have the backing of the Democratic Congressional Campaign Committee, which pledged to support her bid against Runyan.

"Shelley Adler promises to be a strong independent voice for New Jersey by working to protect Medicare and Social Security and fighting for middle-class tax cuts. Congressman Jon Runyan has quickly built an extreme record of ending Medicare while protecting tax breaks for billionaires and big oil, so the contrast between the two couldn't be more