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DRN Announces New Watershed Highway Signs in PA and NJ and New “Remember the River” Campaign

Trenton, NJ & Philadelphia, PA -- July 10, 2008 the Delaware Riverkeeper Network announced construction of “Welcome to the Delaware River Watershed” highway signs in NJ, PA and NY as part of its new Remember the River campaign. Joined on the banks of the Delaware River by PA Representative Dave Steils (R, Bucks), NJ DEP Commissioner Lisa Jackson, Delaware River Basin Commission Executive Director Carol Collier, Deputy Secretary of PA DEP Cathy Curran Myers, and Mercer County Parks Executive Brian Hughes, Delaware Riverkeeper Maya van Rossum unveiled a multifaceted campaign aimed at increasing the stature of the Delaware River in the minds of the public and decisionmakers. The announcement was also supported by Philadelphia Mayor Michael Nutter who could not be on hand for the event but expressed his support in the following statement: “The City of Philadelphia and surrounding communities have spent countless hours and tremendous energy creating a civic vision for the Delaware River waterfront. I know that people value the Delaware, but people must remember the River in their everyday actions and decisions if we are to succeed in making an effective change for its permanent protection” said Mayor Nutter.

“The Delaware River is irreplaceably important to our region and so this Campaign is about reconnecting communities with the Delaware River so they value it and therefore want to care for it” said Delaware Riverkeeper Maya van Rossum. “For people to transform their everyday actions in a way that will benefit the River, knowing they are within the watershed is absolutely the first step -- that is what the highway signs are all about. Highway signs have been very effective at raising the profile of the Chesapeake Bay among the larger community, now the Delaware River will have its own special watershed signs” continued van Rossum. “People also need to demonstrate their support for the River in their day to day actions – we believe our River bracelet and Remember the River lapel pin are a good visual show of support, but we also need folks to take action in their daily lives to benefit the River” concludes van Rossum.

The Remember the River Campaign consists of several elements including watershed highway signs in three states, a 3 minute movie about valuing the Delaware River, river bracelets, lapel pins, a new educational brochure, and a new webpage (that can be accessed through www.delawariverkeeper.org for additional details) designed to provide information and tools associated with the River and Campaign.

The highway signs will be located along the boundary of the Delaware River watershed at the following locations: in New Jersey on I-80, Rt 46, I-76, Rt 202, Rt 206, I-195, and the Atlantic City Expressway; in PA on the PA Turnpike and Northeast Extension.

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