



PRESS RELEASE

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NJMSC Ushers In Upcoming Summer Season with Best Beach Survey

(Sandy Hook, NJ)...The New Jersey Marine Sciences Consortium (NJMSC), New Jersey Sea Grant (NJSG), the Richard Stockton College Coastal Research Center and the New Jersey Division of Travel and Tourism have teamed up to give beachgoers the opportunity to vote for their favorite beach with the New Jersey's Top Ten Beaches Survey via its official voting website nitoptenbeaches.org. Conceived by Dr. Stewart Farrell, Professor of Marine Science at Richard Stockton College, and Kim Kosko, Director of Communications for NJMSC and NJSG, the Survey is designed to promote stewardship and pride of New Jersey's beaches among New Jerseyans and help generate pre-summer excitement about exploring the possibility of a Jersey Shore beach vacation among visitors and residents.

"Whether it's Sandy Hook, Cape May or one of the diverse shore areas in between, New Jersey's beaches offer a world of surprises along its 127 miles of coastline, beautiful barrier islands and breezy bays. You'll find world-famous resorts, an abundance of historical sites, legacies and breathtaking scenery," notes Nancy Byrne, Executive Director of the NJ Division of Travel & Tourism, Department of State. "With over 60 shore communities to choose from, we encourage you to submit your vote for your favorite New Jersey beach and make your voice heard!"

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The “winner” of the survey will be determined by combining votes received through the njtoptenbeaches.org website as well as through votes cast at various Shore events through the end of April. Survey respondents will vote for the best beaches in four categories: Tourism, Family Vacation, Events and Ecotourism. Voters will rate those beaches on several characteristics including water quality, access and aesthetics. In addition, objective data collected by Dr. Farrell and his team of scientists at the Coastal Research Center will be factored into the formula used to select the winners.

Results of the Survey will be announced at the Annual New Jersey State of the Shore Media Event, on Thursday, May 22nd at The Seagull’s Nest on Sandy Hook. The Mayor of the winning town or municipality will be invited to attend the media event to receive the 1st Annual New Jersey’s Top Beach Award. All communities with winning beaches will receive signage announcing the honor as well as bragging rights on the Jersey Shore for the 2008 summer season.

The New Jersey Marine Sciences Consortium is an affiliation of colleges, universities and public sector groups dedicated to advancing greater knowledge of New Jersey’s marine and coastal environment. NJMSC meets its mission through innovative research, education and outreach designed to address coastal sustainability and ecosystem health, sustainable fisheries and aquaculture, marine technology, science-based management and science literacy. For more information about NJMSC and its activities, visit www.njmssc.org.

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