



PRESS RELEASE



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New Wave of Coastal Education Signs To Be Unveiled in Neptune Township

(Sandy Hook, NJ)..... In celebration of Earth Day 2009, five new interpretive coastal education signs will be unveiled in Neptune Township's Shark River area on Wednesday, April 22nd. The signage project, a partnership between the Township of Neptune Environmental Commission (NEC), the Shark River Cleanup Coalition (SRCC), and the New Jersey Marine Sciences Consortium/New Jersey Sea Grant (NJMSC/NJSG) will teach visitors and residents about the natural and historic features of the Shark River Basin. The ribbon-cutting ceremony will take place at 12 noon at Memorial Park on South Riverside Drive in the Shark River Hills section of Neptune.

With funding provided by the NEC, the Shark River Cleanup Coalition approached the New Jersey Sea Grant Extension Program (NJSGEP) to develop the content and design of the five interpretive signs, which feature information about the watershed, horseshoe crabs, shore birds and other local coastal related points of interest and cultural facts. NJSGEP Coastal Communities Agent Jenny McCormick, who coordinated three other successful educational signage initiatives in Bradley Beach and Belmar, worked closely with

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NEC Chair Richard Ambrosio and SRCC Executive Director Ed Lippincott to bring the project to fruition.

“The Shark River Cleanup Coalition is proud to partner with the Neptune Environmental Commission and the New Jersey Marine Sciences Consortium/New Jersey Sea Grant,” said Lippincott. “We hope people who see the signs will learn about and appreciate the Shark River as a beautiful and wondrous natural resource that deserves our respect and stewardship.” Ambrosio added, “I believe these signs will be well received by the public and informative for people of all ages for a long time to come.”

Information about the project partners can be obtained by visiting their respective websites.

- Township of Neptune Environmental Commission – neptunetownship.org
- Shark River Cleanup Coalition – sharkriver.org
- New Jersey Marine Sciences Consortium/NJ Sea Grant – njmsc.org

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