



FOR IMMEDIATE RELEASE

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Grant Helps MCIA Promote Estuary Education in Raritan River Towns

MIDDLESEX COUNTY – Backed by newly acquired grant funding, the Middlesex County Improvement Authority is coordinating several spring and summer events along the Lower Raritan River to highlight the waterway’s access points and increase public awareness on general estuary use and care.

The MCIA applied to the New England Interstate Water Pollution Control Commission in August and was notified in October that it had been selected as a recipient of the New York/ New Jersey Harbor Estuary Program grant.

The grant will be used to fund the MCIA’s proposed project, “Days of Fun on Our Raritan River – Things to Do, Learn and Share on Our Riverfront.”

As it’s currently proposed, the project will have a direct impact on nine Middlesex County municipalities that line the Lower Raritan River’s shores, to include: Perth Amboy, South Amboy, Piscataway, New Brunswick, Edison, Highland Park, Woodbridge, East Brunswick and Sayreville.

Before August 2014, these communities will have the option to host their choice of a recreational, historical, environmental, artistic or literary event that will both draw public attention to their respective river entry points, as well as serve as an educational forum.

“More needs to be done so that residents and businesses might better visualize what the Raritan can become for our region,” said Senior Project Manager of the MCIA’s Economic Development Department, Denise Nickel, who was instrumental in applying for the grant. “By enjoying the recreational, cultural and environmental resource opportunities of the river, it’s more likely that people will care for it. The ‘Days of Fun on Our Raritan’ events give residents with varied interests, a chance to pleasantly experience the Raritan on its banks and see it through what may be a different lens.”

In addition to the community-hosted events, portions of the grant funding will be dedicated to other supplementary programs and projects, such as:

- Adding a customized estuary-based audio and video presentation to the programming of Middlesex County’s recycling robot, M.C. Blue.
- Expanding local stream maps to assist residents and communities to better understand their neighborhood stream-to-river connections.
- Loaning a customized Raritan River tool kit that could include samples, brochures and games to area educators and institutions.
- Creating a DVD that will provide estuary resources and information for distribution to participating communities and organizations.

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