

 presents the 3rd Annual
City of Water Day Festival

Contacts:

Roland Lewis (c) 917- 696-3139; (w) 935-9831x101; rlewis@waterfrontalliance.org

Ian Douglas (c) 917-684-9890; (w) 212-935-9831 x103; idouglas@waterfrontalliance.org

July 20, 2010

FOR IMMEDIATE RELEASE

**METROPOLITAN WATERFRONT ALLIANCE’S FREE CITY OF WATER
DAY FESTIVAL TO DRAW 20,000 PEOPLE TO THE WATER**

July 24 Waterfront Event Includes 4 NYC-NJ Locations

New York, NY: On Saturday, July 24th, the New York-New Jersey waterfront will surge to life as thousands from the metropolitan region make their way to the waterfront for the [Metropolitan Waterfront Alliance](#)’s 3rd annual [City of Water Day Festival](#). Held each year on Governors Island—and this year with additional activities in Liberty State Park, Brooklyn Bridge Park, and Atlantic Basin—the City of Water Day Festival is a unique, free, harbor-wide event celebrating all that the region’s waterfront could be.

The New York-New Jersey metropolitan region is surrounded and shaped by water—but for too long this tremendous resource has been ignored and neglected. The 2010 City of Water Day Festival will demonstrate everything about the water that is fun and exciting while educating participants about MWA’s [Waterfront Action Agenda](#), a program of clear and achievable steps toward a healthy, accessible, and dynamic waterfront.

“Our waterfront is improving every year through the hard work of the Alliance and countless others,” said Roland Lewis, President and CEO of the Metropolitan Waterfront Alliance. “New York City is now engaged in an unprecedented planning process to revitalize our waterfront and realize its world-class potential. Come to the City of Water Day Festival for a taste what this will mean for everyone who shares this great harbor.”

Highlights of the 2010 festival will include:

- A unique on-water Launch and Press Event, presented in cooperation with Hong Kong Dragon Boat Festival in New York and the Museum of Chinese in America
- Free guided harbor boat tours for thousands of passengers on historic, educational, and working vessels;
- A dramatic flotilla of paddlers, rowers, and sailors converging on the festival from launch points throughout the region;
- The Waterfront Action Fair, giving participants the chance to get involved for their waterfront;
- A special Children’s Fair with dozens of activities just for families;
- The City of Water Day Film Expo;
- Live music, NYC’s best vendors, and more!

“The Metropolitan Waterfront Alliance’s City of Water Day Festival has become an annual celebration of New York City’s increasingly revitalized waterfront,” said Mayor Michael R. Bloomberg. “Whether on Governors Island, in Brooklyn Bridge Park or at other sites in all five boroughs, we’ve made a lot of progress invigorating our more than 500 miles of waterfront, but a lot of work and opportunities remain. Through WAVES – our Waterfront Vision and Enhancement Strategy – we’re thinking about what can

be done now and in the long-term to improve our waterfront, and the Metropolitan Waterfront Alliance continues to be a driving partner behind the effort.”

“New York City’s extensive waterfront is often overlooked or under-used,” said Frances A. Resheske, senior vice president of Public Affairs at Con Edison. “This festival is a perfect opportunity for all New Yorkers to come out and enjoy our city’s natural beauty and much-needed open space. We are proud to help create a vibrant waterfront to match our equally vibrant city.”

“We are once again proud to join MWA, like we have since its inception, as City of Water Day’s exclusive biofuel provider,” said Gene V. Pullo, President of Metro Terminals, the largest marketer of biodiesel in the New York Metro Area. “Biodiesel is a greener, cleaner alternative to traditional diesel that should be encouraged in all boats and ferries. We are proud to provide many of the historic tugs with biodiesel which will make for cleaner fun for all on this special day and hopefully set a precedent for a cleaner, greener New York Harbor. In addition, we applaud the MWA for its continued advocacy of our waterways and cleaner energy.”

2009’s City of Water Day Festival attracted a record 11,000 people to Governors Island, who participated in dozens of exciting waterfront activities, while hundreds of thousands more heard the City of Water Day message through event media sponsors. Festival officials anticipate 20,000 or more participants this year between the four festival sites.

Festival Details

The City of Water Day Festival takes place from 10am to 4pm on Saturday, July 24, rain or shine. Free ferries to Governors Island leave from the Battery Maritime Building (adjacent to the Staten Island Ferry in Lower Manhattan) and from Brooklyn Bridge Park. For all the details, visit www.cityofwaterday.org.

Festival Partners and Sponsors

The City of Water Day Festival is presented by the Metropolitan Waterfront Alliance in collaboration with Governors Island, the Governors Island Alliance, the NYC Department of Parks & Recreation, the NJ Department of Environmental Protection, Friends of Liberty State Park, Brooklyn Bridge Park, and the Brooklyn Bridge Park Conservancy. Festival sponsors include: the NY/NJ Harbor Estuary Program, the New England Interstate Water Pollution Control Commission, Disney, Con Edison, Metro Energy, Entertainment Cruises, ZICO, and Bimmy’s “Food Made With Love”; as well as media sponsors WABC-TV, WNYC Radio, and the Star-Ledger.

About the Metropolitan Waterfront Alliance (www.waterfrontalliance.org)

The Metropolitan Waterfront Alliance works to transform the New York and New Jersey harbor and waterways to make them clean and accessible, a vibrant place to play, learn and work, with great parks, great jobs and great transportation for all.

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