

**FOR IMMEDIATE RELEASE**

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**PRESS RELEASE**

**25,000 PARTICIPANTS TO FLOCK TO NY-NJ WATERFRONT  
FOR CITY OF WATER DAY ON JULY 14**

*Festivals at Governors Island & Liberty State Park feature  
free boat tours, fishing, kayaking, food, music and more!*

*Additional waterfront celebrations throughout  
Manhattan, Brooklyn, the Bronx, Staten Island, and New Jersey*

**New York, NY:** On Saturday, July 14, over 25,000 people will make their way to Governors Island, Liberty State Park, and waterfront locations throughout the region to beat the heat at [Metropolitan Waterfront Alliance's](#) 5<sup>th</sup> annual [City of Water Day Festival](#).

Held each year on New York City's Governors Island and in Jersey City's Liberty State Park, the City of Water Day Festival is a unique and free celebration of the world-class potential of the region's waterfront. With hundreds of water-themed activities for adults and children alike—from kayaking, to free boat tours, to arts and crafts—the festival demonstrates everything about the water that is fun and exciting while educating participants about the many critical issues it faces.

“Our harbor is an incredible resource for recreation, education, business and more,” said Roland Lewis, President and CEO of the Metropolitan Waterfront Alliance. “Through the City of Water Day Festival tens of thousands of New Yorkers and New Jerseyans experience its potential and see how they can be a part of the great revitalization of our waters and waterfront. Every day in our harbor should be like City of Water Day.”

Highlights of the 2012 festival will include:

- Free narrated harbor boat tours for over 6,000 people on the region's premier working, historic, and educational vessels;
- A flotilla of over 250 paddlers, rowers and sailors converging on Governors Island from launch points throughout the harbor;
- Kayaking, gig rowing, outrigger paddling and paddle-boarding lessons;
- Disney's *Imagination Playground* (Governors Island only);
- The *Waterfront Activity Fair*, showcasing hundreds of businesses and organizations working to revitalize our waterfront;
- Special activities just for families, including water-themed arts and crafts, touch-tanks, puppet shows, and relay races;
- Free narrated ferry transit between Governors Island and Liberty State Park courtesy of Statue Cruises;
- Live music and some of the region's best food vendors.

Additional “City of Water Day in Your Neighborhood” activities at [fifteen locations](http://www.cityofwaterday.org/neighborhood/) throughout the region make the festival a truly harbor-wide event. Activity locations include: Yonkers, Bronx River Park, Hudson River Park, Staten Island, New Jersey, Brooklyn Bridge Park and more. For more information about “City of Water Day in Your Neighborhood” visit <http://www.cityofwaterday.org/neighborhood/>.

“With more than 500 miles of shoreline, New York City is truly the city of water—and what better way to celebrate than with a day of activities on the water,” said Mayor Michael R. Bloomberg. “This unique celebration will help thousands of New Yorkers learn about the importance of this critical resource as they enjoy the water.”

“City of Water Day is a great way to celebrate the waterfronts and waterways that made New York City the world capital it is today,” said New York City Council Speaker Christine C. Quinn. “I’m especially thrilled to celebrate this day more than one year after we teamed up with the Bloomberg Administration to develop a far reaching plan to transform the city’s waterfronts and launched the incredibly successful East River Ferry service. The City Council is fully dedicated to ensuring waterfronts and waterways are an integral part of both our city’s future development and transportation system and is working to attain our goal of five borough ferry service. I applaud the Metropolitan Waterfront Alliance for their continued dedication to our city’s Waterfronts and for putting together all the events on this special day for the last five years.”

“I’m happy to support the Metropolitan Waterfront Alliance and its allies as we celebrate the 5th annual City of Water Day Festival,” said U.S. Congressman Jerrold Nadler. “Our Waterfront is an important resource for recreation and an indispensable part of our City’s economy. This celebration is a fitting occasion to honor and recognize the central role it plays in our lives.”

“The U.S. Army Corps of Engineers is proud to again support the Metropolitan Waterfront Alliance’s City of Water Day event that does such a good job informing the public about the amazing water resources that are all around us,” said U.S. Army Corps of Engineers, New York District Commander Col. John R. Boulé. “The New York and New Jersey Harbor is not only a powerful engine for the economy, but it’s an amazing environmental asset and great source for recreation too—and City of Water Day is a fantastic opportunity for people to learn about the harbor, its importance and its diverse benefits.”

“When I was last stationed in New York, more than 20 years ago, it would have been inconceivable for an event like this to be staged,” said Captain Gordon Loebel, Captain of the Port of New York and New Jersey, and Commanding Officer of Sector New York, U.S. Coast Guard. “Not only was the water quality too poor for a City of Water Day but the will to stage one was lacking. New York Harbor has come a long way and there is much to be proud of.”

“Governors Island is Lower Manhattan’s greatest natural resource,” said New York City Council Member Margaret Chin. “Every year, the City of Water Day Festival introduces thousands of New Yorkers to the beauty of Governors Island for the first time. This is an opportunity to promote our harbor and waterfront on a grand scale. I encourage all New Yorkers to visit Governors Island this summer and take advantage of the free events, concerts, and public art that is right beyond your doorstep.”

“I am proud to have led the way in making sure that Governors Island has been open to the public over these last few years as a free recreational space,” said New York State Assembly Speaker Sheldon Silver. “I encourage all New Yorkers, including my Lower Manhattan neighbors, to take advantage of this unique harbor park during City of Water Day, as well as all of the other

wonderful waterfront spaces we have developed for the public.”

"Summer in New York means great times on our City's incredible waterfront and harbor," said New York State Senator Daniel Squadron. "From Governors Island and the Brooklyn waterfront, to the East River Esplanade and Hudson River Park, we're taking major strides toward a Harbor Park—a central park for the center of our City. Year after year, I'm proud to join MWA to celebrate this world-class waterfront and work to ensure its continued accessibility and revitalization."

Biofuel for participating vessels will be provided for free by Metro Terminals, the largest marketer of biodiesel in the New York Metropolitan Area. "METRO is proud to supply the Metropolitan Waterfront Alliance with biodiesel on the City of Water day, as we have since the event's inception 5 years ago. Our belief that sustainable, domestic, renewable biodiesel has enormous potential in New York City is what motivates us to not only develop applications for greening our own truck fleets and buildings, but in nautical applications like ferries, tugs and other vessels," said Gene V. Pullo, President of Metro Terminals. "We are a company located on the waterfront and investing in a new green tech industry on the waterfront, including our new marine fueling station, which will provide METRO's biodiesel products to commercial and recreational vessels. We applaud the Metropolitan Waterfront Alliance and for its continued promotion and preservation of our great waterways at this annual event."

The celebration began early this year with an online photo competition launched by the NY-NJ Harbor Coalition on July 1. Submissions are still welcome. To participate, post your best shots illustrating why you love the water to the Coalition's facebook page at <http://www.facebook.com/harborcoalition>. The Coalition, an advocacy campaign focused on securing additional resources to restore the NY-NJ Harbor and co-chaired by the MWA, will highlight the best most popular pictures at City of Water Day with an announcement by Mrs. New York and Mrs. New Jersey.

Last year's City of Water Day Festival brought over 20,000 people to Governors Island and Liberty State Park to participate 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 over 25,000 participants this year.

### **Festival Details**

The City of Water Day Festival takes place on Governors Island and in Liberty State Park from 10am to 4pm on Saturday, July 14, rain or shine. For all the details, visit [www.cityofwaterday.org](http://www.cityofwaterday.org). For information about additional "City of Water Day in Your Neighborhood" activities around the harbor visit: <http://www.cityofwaterday.org/neighborhood/>.

### **Festival Partners and Sponsors**

The City of Water Day Festival is presented by the Metropolitan Waterfront Alliance in collaboration with the Trust for Governors Island, the Governors Island Alliance, the NYC Department of Parks & Recreation, the NJ Department of Environmental Protection, the NJ State Park Service, and Friends of Liberty State Park. Festival sponsors include: Con Edison, Statue Cruises, Disney, J.M. Kaplan Fund, REI, Metro Energy, NEIWPCC, NY Waterway and East River Ferry Service, Classic Harbor Line, Manhattan by Sail, and Liberty House; as well as media sponsors WABC/ABC-7, the Star-Ledger, and Yelp.

### **About the Metropolitan Waterfront Alliance ([www.waterfrontalliance.org](http://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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