

FOR IMMEDIATE RELEASE  
October 2, 2012

**Contacts:**

**Roland Lewis** (c) 917-696-3139; (w) 212- 935-9831x101; [rlewis@waterfrontalliance.org](mailto:rlewis@waterfrontalliance.org)  
**Kelley Cunningham** (w) 212- 935-9831x103; [kcunningham@waterfrontalliance.org](mailto:kcunningham@waterfrontalliance.org)

## **Media Alert**

### **METROPOLITAN WATERFRONT ALLIANCE TO HONOR 2012 HEROES OF THE HARBOR ON OCT. 9 AT CHELSEA PIERS**

*5<sup>th</sup> Annual Parade of Boats to Launch Festivities at Hudson River Park's Pier 62*

**WHO:** The [Metropolitan Waterfront Alliance](http://waterfrontalliance.org) (MWA)

**WHAT:** 5<sup>th</sup> Annual Parade of Boats (free and open to the public) & the [2012 Heroes of the Harbor Awards Dinner](http://waterfrontalliance.org) (ticketed event)

**WHEN/WHERE:** Tuesday, October 9<sup>th</sup>

- Parade of Boats (public viewing): 6pm at Pier 62 on the Hudson River (at West 22<sup>nd</sup> St.)
- Awards Dinner: 6pm at the Lighthouse at Chelsea Piers on the Hudson River (at 21<sup>st</sup> St.)

**WHY:** Each year MWA is proud to honor the individuals and organizations that have made an extraordinary contribution to the growing movement to revitalize the NY-NJ Harbor and its waterways at the Heroes of the Harbor Awards Dinner. This year's awardees are: Michael "Buzzy" O'Keeffe, restaurateur and owner of *The River Cafe* and *The Water Club*, for his pioneering efforts to reinvent the Brooklyn Waterfront; the New York City Economic Development Corporation (President Seth Pinsky accepting) for its efforts to revitalize and improve the New York City Waterfront; and the various rowing and paddling groups throughout the region that offer free public programming for their efforts to provide access to our shared harbor.

The awards dinner will be preceded by the 5<sup>th</sup> Annual Parade of Boats, featuring an outstanding variety of historic, working, and recreational vessels. Public viewing for the parade is provided in Hudson River Park at Pier 62.

For more info visit: <http://waterfrontalliance.org/events/heroes>.

**VISUALS:** Crowds watching over 24 distinctive and historic vessels at sunset. Light and water display by FDNY Fireboat *Three Forty Three* to salute assembled crowd and awardees. Awardees observing parade and the public from a nearby yacht. Awards dinner special guests Robert Steel, New York City Deputy Mayor for Economic Development; Brooklyn Borough President Marty Markowitz; Col. Paul Owen, Commander, U.S. Army Corps of Engineers New York District; Capt. Gordon Loebel, Commander, US Coast Guard Sector New York; and other state and local officials.

###