



Metropolitan Waterfront Alliance

June 18, 2014

FOR IMMEDIATE RELEASE

Contact

Roland Lewis, MWA President/CEO, 212-935-9831, x101, rlewis@waterfrontalliance.org

Alison Simko, MWA Communications, 917-929-8375, asimko@waterfrontalliance.org

Joanne Fischetti, A&P Public Relations, 201-571-4453, apmedia@aptea.com

The Great Atlantic & Pacific Tea Company Presents MWA's 7th Annual City of Water Day

On Saturday, July 12: free boat tours, Cardboard Kayak Race, Waterfront Activity Fair, children's activities, live music, great food and more!

**Seventh annual day of free, family fun at the waterfront to take place
on Governors Island and at Maxwell Place Park in Hoboken, NJ,
and at more than 30 shoreline sites**

New York, NY – On Saturday, July 12, 2014, from 10am to 4pm, the Great Atlantic & Pacific Tea Company, Inc. (A&P) will present the Metropolitan Waterfront Alliance's (MWA) seventh annual City of Water Day, a celebration of the waterways and waterfronts of the New York/New Jersey metropolitan region.

Tens of thousands of people -- arriving by ferry, kayak and sailing ship, among other styles of transportation -- will converge on Governors Island (NY), Maxwell Place Park in Hoboken (NJ) and at 30+ In Your Neighborhood waterfront sites for a day of free fun.

City of Water Day 2014 highlights include:

- Free boat tours on ferries, schooners, fireboats, tall ships, tugboats and more (information on ticket reservations forthcoming at www.cityofwaterday.org)
- The Con Edison Cardboard Kayak Race (to participate, gather a team of six and see www.cityofwaterday.org/cardboardkayak for information and to register)
- Free on-water rowing and kayaking demonstrations and lessons
- Special children's section sponsored by Disney
- Recycling and urban composting demonstrations by Earth Matter NY
- Waterfront Activity Fair, where hundreds of Alliance Partners offer activities, freebies and information about their work

“The Metropolitan Waterfront Alliance is thrilled to offer another fun and free City of Water Day to the people of New York and New Jersey, and to all the visitors to our great metropolis,” said Roland Lewis, President and CEO of MWA. “While our mission is to ensure that our waterfront is resilient and accessible to all, with opportunity for education and good jobs, we must also be sure to use this precious resource for plain old fun!”

“We are pleased to present the Metropolitan Waterfront Alliance’s Seventh Annual City of Water Day on Governor’s Island and at Maxwell Place in Hoboken, NJ,” said Paul Hertz, President and CEO of A&P. “This event promises to be fun for all the communities we serve in the New York/New Jersey metropolitan region and we are proud to support the MWA in their efforts to protect and celebrate our waterways.”

For reporters and other VIP guests, City of Water Day 2014 begins with a press conference aboard the tall ship *Clipper City*. The ship will depart from Battery Park at 9:15am and sail to Governors Island for a ribbon-cutting at 10am. A press conference and ribbon cutting will also take place at Maxwell Place, Hoboken, New Jersey on the morning of July 12. Media representatives wishing to attend either press event should contact Alison Simko at asimko@waterfrontalliance.org.

About the Metropolitan Waterfront Alliance

MWA works to protect, transform, and revitalize our harbor and waterfront. MWA envisions a New York and New Jersey harbor and waterways alive with commerce and recreation; where sailboats, kayaks and pleasure craft share the waterways with commuter ferries, barges and container ships; where cared-for parks are connected by affordable waterborne transit; where dozens of exciting waterfront destinations reflect the vitality and diversity of our great metropolis; a waterfront no longer walled off by highways and rails, or by private luxury residences; a waterfront that is a shared, precious resource and is accessible to all. MWA takes the lead in making this vision real for our region.

About the Great Atlantic & Pacific Tea Company

Founded in 1859, A&P is one of the nation's first supermarket chains. The company operates more than 300 stores in six states under the following trade names: A&P, Best Cellars, Food Basics, The Food Emporium, Pathmark, Superfresh and Waldbaum's.

###