



## **MEDIA KIT**

### **About Us**

#### **Mission**

NY/NJ Baykeeper is the citizen advocate of the NY-NJ Harbor Estuary. Since 1989, we've worked to protect, preserve, and restore the environment of the most urban estuary on Earth – benefiting its natural and human communities. Through our Estuary-wide programs we seek to defend the waterways and shorelines of all five boroughs in New York City and Northern and Central New Jersey. To fight for fishable, swimmable, and clean waterways, we end pollution, improve public access, conserve and restore public lands, restore aquatic habitats, encourage appropriate and discourage inappropriate development, carry out public education, and work with federal and NY/NJ state regulators and citizen groups as partners in planning for a sustainable future for the NY-NJ Harbor Estuary watershed.

#### ***Programs: Advocacy, Restoration, and Conservation***

##### **Advocacy**

NY/NJ Baykeeper fights for access to swimmable, fishable, healthy waterways for all. NY/NJ Baykeeper strives to hold polluters responsible for their actions and educate the public and government agencies on how to reduce plastic, stormwater runoff, and other pollution in our waterways.

Using a 30-foot patrol boat, NY/NJ Baykeeper investigates safety hazards, pollution violations, and oil spills, successfully suing polluters for clean water and public access violations.

NY/NJ Baykeeper hosts clean ups of local streams, bays, and rivers, free kayak tours, and EcoCruises, which connect communities with their local waterways and allows them to experience the natural beauty of the NY-NJ Harbor Estuary.

NY/NJ Baykeeper operates three pump-out vessels, which are used to pump sewage out of recreational boats throughout the Jamaica Bay, Raritan Bay, and the Navesink and Shrewsbury Rivers. This service, which is offered free of charge, prevents boaters from dumping waste into local waterways, reducing safety and public health hazards.

##### **Restoration**

Oysters have numerous benefits that include filtering water (one adult oyster can filter up to 50 gallons of water per day), providing habitat, increasing biodiversity, and defending against shoreline erosion and coastal flooding. The NY-NJ Harbor used to be home to millions of oysters. New York was called the Big Oyster before it was the Big Apple. But oysters are now functionally extinct in our region due to overfishing and pollution at the turn of the 20th century. NY/NJ Baykeeper aims to restore the oyster back to NY-NJ Harbor waters.

- To date, NY/NJ Baykeeper has planted over 3 million oysters in NY-NJ Harbor Waters over the past decade.
- 200,000 - 500,000 new oysters will be grown annually.
- The first living shoreline using oysters and oyster castles was installed in Raritan Bay in August 2016.
- NY/NJ Baykeeper managed an EcoVolunteer program at our Soundview Park community oyster reef where adult volunteers can get up close and personal in the reef and measure oysters for growth and survivorship.
- 2016 was the first season where natural naturally occurring baby oysters were observed at the Bronx River reef, signifying a healthy reef.
- 2017 was the first season in which healthy spat (baby oysters) were observed on our living shoreline, an indicator of a healthy reef.

## Conservation

The NY-NJ Harbor Estuary is home to 20 million people and hundreds of species of birds, fish, wildlife, making the need to preserve the natural habitat and open space that remains essential. NY/NJ Baykeeper has dedicated over 14 years to identifying, acquiring, and restoring the Estuary's remaining natural lands.

- NY/NJ Baykeeper is proud to have helped acquire, restore, and preserve more than 40 properties that total more than 2,700 acres of urban open space land.
- In 2015, NY/NJ Baykeeper helped acquire a new 250 acre park
- In 2016, NY/NJ Baykeeper succeeded in saving Liberty State Park, a rare urban state park located in Jersey City, NJ, from privatization and development plans.
- In 2017 and 2018 NY/NJ Baykeeper once again is co-leading a campaign with the Friends of Liberty State Park to protect the park's open space from a private marina and golf course expansion.

## Social Media

[Facebook @NY/NJBaykeeper](#)

[Twitter](#) and [Instagram](#) @nynjbaykeeper

[YouTube](#): Raritan Baykeeper

## Membership

NY/NJ Baykeeper offers various membership options ranging from a \$10 annual student membership to sustaining monthly memberships. Members give NY/NJ Baykeeper standing in a court of law when polluters are sued. Membership details can be found [here](#).

## Contact Information

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