

PRESS RELEASE

College Drive • P.O. Box 2001 • Toms River, NJ 08754-2001
732.255.0400 x.2043 • www.ocean.edu



NEW NAME, LOGO FOR BARNEGAT BAY NATIONAL ESTUARY PROGRAM

TOMS RIVER – The Barneget Bay National Estuary Program now has a new name – the **Barneget Bay Partnership** – and a new logo.

According to Dr. Stan Hales, Director of the Barneget Bay Partnership, the organization realized that the former name and public “brand image” were not easily remembered or recognized by many groups with which it works. The program was often confused with other groups, and its partners were not always acknowledged appropriately.

With the support of its partners, and the New York-based firm Raven & Crow, the organization began a comprehensive branding project last fall. The name Barneget Bay Partnership communicates at a glance the nature of the organization’s structure; the simplified logo should improve recognition; and, lastly, the tag line “Research-Educate-Restore” communicates priorities.

One thing that has not changed, Hale emphasized, is the need to work together with other groups to protect and rehabilitate Barneget Bay.

The BBP is a partnership of federal, state, county, and local organizations working together to protect and restore the Barneget Bay ecosystem. It is one of 28 national estuary programs partially funded by the United States Environmental Protection Agency. The Barneget Bay/Little Egg Harbor estuary system was officially named a National Estuary Program in 1995 by the U.S. Environmental Protection Agency.

The BBP is sponsored and hosted locally by Ocean County College.

At the 13th Annual Barnegat Bay Festival, on June 6 in Island Heights, the BBP will unveil its new look to the public.

For more information on the Barnegat Bay Partnership, contact BBP Public Outreach Coordinator Jeanine Cava at **732.255.0472, ext. 2976**, or visit **www.bbnp.org**.