

Jim Rokosny

Bridgewater EC Chair, Rutgers Environmental Steward



**FROM THE HEADWATERS
TO THE OCEAN**

April 18th – 25th, 2015

Agenda

- Overview – Jim Rokosny
 - Why Raritan Headwaters and Clean Ocean Action?
 - Encourage towns to be Blue Star Certified
 - Rutgers Environmental Stewards Certification
- Raritan River Week – Jim Rokosny
 - Cross Marketing effort and branding
 - Donations
 - Resources
 - Contest
 - Movie Offer
 - Schedule and Calendar
 - Kayak Trip-Documentary

Overview

- Just as the Raritan River connects towns and communities, **Raritan River Week** was established to show a unity in the efforts of organizations and towns ‘From the Headwaters to the Ocean.’ To create a brand in the public and focus attention for one week.
- We would like any activity or event this week to be promoted as part of Raritan River Week...and we will promote your event as well!



Current Schedule

Many
More on
Website!

AND

We are
keeping
this up all
year.



Schedule of Events and Activities

Saturday, April 18, 2015

25th Annual Stream Clean Up

Register Online To Participate:

<http://www.raritanheadwaters.org/STREAMcleanup>



Wednesday, April 22, 2015

Earth Day Raritan River Clean Up

Central Jersey Stream Team

For More Information:

<http://www.cjstreamteam.org/>

<https://www.facebook.com/groups/centraljerseysteamteam/>



Saturday, April 25, 2015

Clean Ocean Action Beach Sweeps

For More Information:



<http://www.cleanoceanaction.org>



Tools to Use

- Our Logo



- Our Website www.raritanriverweek.com
-  @raritanriverwk #raritanriverweek
-  facebook.com/raritanriverweek
- Email: Information@raritanriverweek.com

www.raritanriverweek.com



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April 18 - 25, 2015

Join Us!

During the week of **April 18 - 25, 2015**, many New Jersey organizations will be holding various events to promote clean and safe waterways throughout the state.

[Find events in your neighborhood](#)

[Donate](#)

[Volunteer](#)

[Learn](#)

[Share](#)

Thank You

These organizations and businesses have helped us out tremendously in putting together a week celebrating the Raritan River.



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Coming soon: Duke Farms and RVCC

Additional Activities

- Kayak Trip. Members of SummitSMT, Central Jersey Stream Team, Abuv, (maybe RHA and COA?) will be kayaking From the Headwaters to the Ocean. Filming and photographing the river. Posting video on line for future reference.
- CONTEST (essay, photo, multi-media) *In Production*
 - College, HS, Middle School.
 - Need sponsors, prizes, topics, judges
 - Mid-March Release

What We will do for you...

- Include your activity or event on our schedule on Website, Facebook, Twitter and press releases
- Retweet your tweets, and use any hash tag you use, mention on Facebook, and any communications
- Supply you with a DVD of Raritan River Movie for free to show
- Send out tweets and facebook posts referencing your resources, for educational purposes.

Movie Offer – DVD will be supplied free to use

- Originally aired on NJTV in August 2013,

Reimagining Our Watershed: A Renaissance on the Raritan, was

produced in 2012, by the Sustainable Raritan River Initiative and the Edward J. Bloustein School of Planning and Public Policy at Rutgers, and with the generous support of the Cape Branch Foundation. The award-winning Rutgers iTV Studio provided production services.