



East Coast
Greenway[®]
ALLIANCE

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FOR IMMEDIATE RELEASE

Groups Begin Effort to Improve the Safety of Cyclists and Walkers in North Jersey

Aim to Connect Newark to Jersey City on Part of 3,000-Mile Long Route

New York/New Jersey, February 8, 2010 – The East Coast Greenway Alliance (ECGA) and the Helen & William Mazer Foundation are pleased to announce their partnership to improve the safety of bicyclists and pedestrians in North Jersey. They aim to connect New Jersey’s largest cities, Newark and Jersey City, by a safe and accessible cycling and walking route that runs North all the way to Canada and South all the way to Key West, Florida. The foundation has awarded a grant of \$25,000 to the ECGA to support making this difficult 8-mile stretch ready for use in 2010-2011.

Through civic engagement involving local stakeholders, including hundreds of ECGA members and allies throughout northern New Jersey, ECGA plans to identify, map, and sign a mix of bike lanes, on-road facilities, and greenway over the next 18 months. ECGA’s Executive Director, Dennis Markatos-Soriano of New York, NY, remarked, “This grant is crucial for the East Coast Greenway effort, helping us focus on one of the most important sections of our 3,000-mile route. Together, we can give the million people in this part of New Jersey a green path to explore lovely destinations from the Hudson River waterfront to the D&R canal towpath near Princeton. If they want to travel further, they can even bike to PA in the West or New York in the East.”

Alan Berkowitz, a Director of the Helen & William Mazer Foundation, stated that:
“The East Coast Greenway is a wonderful resource for New Jersey cyclists. We hope that our support will help provide viable new commuter and recreational routes for cyclists in two of the state’s important urban centers, link Newark and Secaucus to the rest of the Greenway, and turn this unfriendly stretch of roadway into one of the highlights of the 3,000 mile trail.”

A major step in the Newark-to-Jersey City greenway effort is crossing the Meadowlands. This coming **Wednesday, February 10th from 6pm-8:30 pm**, many ECGA members will participate in a Public Hearing at the **Secaucus Public Library (1379 Paterson Plank Rd)** to promote progress on the East Coast Greenway in Hudson County. Media are welcome at this critical meeting for the future of bicycling and walking in New Jersey.

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Background on ECGA:

The East Coast Greenway Alliance is a 501(c)3 nonprofit dedicated to establishing a safe, accessible 3,000-mile greenway from Maine to Florida through major urban centers along the East Coast. Mobilizing our network of staff, volunteers and partners, ECGA works to achieve its vision of an extensive bike/pedestrian corridor that links communities to the areas of natural beauty around them. By serving non-motorized users of all abilities and ages, the East Coast Greenway will help people safely bicycle or walk for their daily commutes to work, school, and play as well as for long-distance travel. The greenway will help free America from its expensive dependence on oil, lower health costs by improving citizens’ fitness, address climate change and air quality concerns by reducing pollution, and provide good construction and maintenance jobs to help our economy recover. Further details and membership information to support the project can be found at www.greenway.org.

Background on the Helen & William Mazer Foundation:

The Helen & William Mazer Foundation is a private foundation that actively supports, among other areas, initiatives for sustainable urban environments and land-conservation projects. Contact: Steven Bercu (bercu@limelaw.com).

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