

CITY OF JERSEY CITY

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Mayor Jerramiah T. Healy Announces Project 365: Jersey City Green Week First Annual Green Week of Events, Discounts, and Activities to Promote Sustainability

JERSEY CITY — Mayor Jerramiah T. Healy, in collaboration with the **Environmental Commission**, the **Jersey City Economic Development Corporation**, the **Jersey City Redevelopment Agency**, the **Jersey City Parks Coalition**, the **Planning Division**, the **Law Department**, the **Department of Public Works**, the **Department of Health & Human Services/Division of Cultural Affairs**, and several other city departments and agencies as well as local businesses and civic organizations, will kick off the first annual **Project 365: Jersey City Green Week**, which will run from **Tuesday, May 1st through Saturday, May 5th**.

“Jersey City has been at the forefront of Sustainability since 2009 when the administration presented the City Council with a package of four “Green” ordinances,” said **Mayor Healy**. “And last year we adopted the 365 Days of Green campaign from which the Project 365: Jersey City Green Week evolved. We want to continue our efforts to make Jersey City one of the greenest cities in the nation and provide opportunities for our residents to lead sustainable lifestyles.”

A full event calendar of events can be accessed through the official **Project 365: Jersey City Green Week website**, <http://www.wix.com/jc365daysofgreen/365-green-week>, and of course through the City’s website and Facebook page. A separate Project 365: Jersey City Green Week Facebook page has also been created to help promote the week’s events.

All week long, from May 1st through May 5th, using a “green pass” available on the **Project 365: Jersey City Green Week website** residents can receive discounts from participating merchants for dining and shopping locally – one of the basic principles of sustainability.

On **Monday, April 30th** at a **9:30 a.m. press conference** on the **front lawn of City Hall**, Mayor Healy will unveil the City’s **demonstration bike lanes**, which are trial bike lanes in both directions along Grove Street from Grand Street to Christopher Columbus Drive.

The demonstration bike lanes will be a test for the entire month of May and depending upon the success of the program could be used as a model for other sections of the city. The City is also partnering with **Bike JC** and **Hudson Transportation Management Association** on an education campaign for both drivers and cyclists about adherence to all traffic regulations and ordinances for everyone’s safety.

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In addition, motorists are being reminded that the bike lanes are for cyclists 24 hours a day, not for drivers to use as temporary double parking spots. Law enforcement and parking enforcement officials will enforce local and state laws and ordinances regarding the lanes usage.

May 1st – Jersey City is Sustainable

On Tuesday, May 1st, the Jersey City Law Department and the Jersey City Environmental Commission will host the 5th Annual Sustainable Cities Conference at Liberty Science Center from 9 a.m. to 4 p.m. The Conference will focus on the environmental challenges and victories Jersey City has encountered over the past several years. Panelists will explore innovative ways to address resilient and affordable solutions to maintaining a healthy water system through building green infrastructure. The City's environmental justice victories using the legal system to reclaim contaminated land for public, open space will also be discussed. Irene Kropp, the Deputy Commissioner of the NJ Department of Environmental Protection will be the Keynote Speaker at the conference luncheon at 12 noon. The conference and lunch are free to all conference participants, however, pre-registration is required and the seats are limited. See <http://jc2012sustainablecitiesconference.eventbrite.com> to register today!

May 2nd – Jersey City is Innovative

On Wednesday, May 2nd, residents are invited to visit and explore the seven museum exhibition halls at the Liberty Science Center during the day at a discounted rate and then later enjoy and experience either *Space Junk* in the nation's largest IMAX Dome theater or *Turtle Vision* in the 3-D theater. The LSC is offering \$3.00 off of general admission exhibition tickets and reduced rates for 3D and IMAX movies with "Green Pass"- which is available online at <http://www.wix.com/jc365daysofgreen/365-green-week#!green-pass>.

May 3rd – Jersey City is Local

On Thursday, May 3rd, residents are encouraged to celebrate Jersey City's accessibility. Walk, bike, take public transportation or carpool to work, to your errands, or to your favorite local restaurant or merchant on this day. Then tweet about it and brag about your smaller carbon footprint by telling us how many miles you saved – and be sure to use “#jcgreenweek” as your hashtag. At the end of the day, the City will use the information you send us to calculate the reduction in the City's carbon footprint.

Additionally on Thursday, Jersey City is announcing the Kick-off of the Jersey City **Buy Fresh Buy Local Chapter**, NJ's first municipal chapter. **Buy Fresh Buy Local** is a national network of organizations dedicated to rebuilding the local food system. The Jersey City Buy Fresh Buy Local Chapter encourages residents to dine out at one of the BFBL member restaurants: Light Horse Tavern, Skinner's Loft, Made with Love, MAE, and the Iron Monkey. Finish up the night by watching the movie “**Food Miles**” at 7:30, in City Hall Council Chambers with guest speaker Ann Karlen, Director of Fair Food Philly. See the Green Week website for more details about participating BFBL Restaurants

May 4th – Jersey City is Creative

On Friday, May 4th, “Jersey City is Creative,” residents are invited to attend the Creative Grove Artist and Designer Market at 2 p.m. to meet local artists or to buy or create your own pieces of “green art.” Residents will also be able to participate in a sunflower seed planting with the Gardening and Environmental Club from Frank R. Conwell Middle School #4. The Friends of Lifers and Jersey City Food Coop will also be honored by the Silverman's during the Bar Majestic's Annual Cinco De Mayo One Block Parade and Celebration at 4 p.m. on Grove Street. Finish off the evening with Fishing at the Reservoir hosted by the Jersey City Recreation Department from 4 p.m. to 7 p.m. at Jersey City Reservoir 3 on Summit and Jefferson avenues.

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May 5th – Jersey City is Open

Jersey City Green Week concludes on Saturday, May 5th with a celebration of our open spaces. The day kicks off at **8 a.m.** with a **16 mile bike tour** leaving City Hall and visiting several of Jersey City's parks. (Pre-registration is required at <http://jc365biketour.eventbrite.com/> and the ride is limited to 30 cyclists/Level: strenuous.) The Bike Tour is co-sponsored by Bike JC and breakfast is being donated by Legal Grounds.

Residents who would like to get out early and help “green” their community can take part in one of several park clean-ups taking place, including at Riverview-Fiske Park, Mary Benson Park and the Historic Jersey City & Harsimus Cemetery. For more information on clean ups, visit the Project 365: Jersey City Green Week website.

In addition to the Mary Benson Park Clean Up, the **4th Street Arts** will be holding their [*3rd Annual Chili Cook-Off Fundraising Event*](#) from 12:30pm and 5:00pm (Rain date: May 6th.) Restaurants and resident chefs will be serving up their best chili recipes to compete for the title "BEST Chili in Chilltown"! Tickets to this fundraiser may be purchased at <http://www.brownpapertickets.com/event/244239>

Closing festivities are happening at both **Van Vorst Park** and **Pershing Field** from **11 a.m. to 3 p.m.**, where games, activities, face painting and much more will be available to residents. At Pershing Field, where **Pershing Field Garden Friends** is celebrating its 10th Anniversary and Volunteer Appreciation Day, the Recreation Department will host basketball and tennis clinics, and Goerhig's Bakery will host a cupcake decorating class for kids. The Division of Cultural Affairs will be coordinating children's activities including a “hole-in-one” game, a hulu hoop contest, musical chairs and more.

Kayaking at the Jersey City Reservoir 3 (Jefferson Avenue Entrance) will also take place from 11 a.m. to 3 p.m., and students from PS# 28 will conduct environmental experiments and scavenger hunt.

Free family flower head photos, designed by local artist “Cheese,” will also be available for residents.

At **Van Vorst Park**, residents can enjoy the kick-off to the season's Farmer's Market, as well as a flea market, sponsored by Friends of Van Vorst Park. The Division of Cultural Affairs and the Recreation Department will be coordinating children's activities throughout the day, and face painting will also be available.

For a complete list of sponsors and business participants, please visit the **Project 365: Jersey City Green Week website**, <http://www.wix.com/jc365daysofgreen/365-green-week>.

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-376-0699.////