



FOR IMMEDIATE RELEASE:
April 22, 2004

FOR FURTHER INFORMATION, CONTACT:
Noelle MacKay, Deputy Director
Stony Brook-Millstone Watershed Association
609-737-3735, nmackay@thewatershed.org

PRESS RELEASE

LOCAL PHARMACEUTICAL COMPANY DOES ITS PART TO HELP ENVIRONMENT

WHAT: Press Conference

WHO: George Hawkins, Executive Director, Stony Brook-Millstone Watershed Association
Peter Miller, President, Janssen Pharmaceutica Products, L.P.
Brian Hughes, Mercer County Executive
Lawrence J. Baier, Director, Division of Watershed Management, NJ Department of Environmental Protection

WHERE: Janssen Pharmaceutica Products, L.P.
1125 Trenton-Harbourton Road
Titusville, NJ 08560

WHEN: Thursday April 22, 2004, 12 noon

DETAILS: Today Stony Brook-Millstone Watershed Association presented its first River-Friendly Business Certification award to Janssen Pharmaceutica Products, L.P. The noontime ceremony kicked off with a welcome from Peter Miller, President of Janssen. Guest speakers included Mercer County Executive Brian Hughes and Lawrence Baier, NJ DEP's Director of Watershed Management. George Hawkins, Executive Director of the Watershed Association then presented Peter Miller with the River-Friendly award in recognition of Janssen's excellence in environmental stewardship.

The Watershed Association launched its River-Friendly Certification programs to help local businesses, golf courses, and residents adopt environmentally sound land management practices that enhance water quality, conserve water, and promote native flora and fauna. By adopting new practices, individually tailored for each participant, they can reduce the amount of pollution flowing off their property in storm water, increase the amount of rainfall that stays on site to recharge groundwater supplies, and attract beneficial wildlife. The River-Friendly programs are funded by the William Penn Foundation and by the U.S. Environmental Protection Agency's Targeted Watershed Grants Program.

Janssen has worked with the Watershed Association to develop and implement property management practices that reduce the impact of their Trenton-Harbourton Road headquarters facility on local water resources. "Janssen took a very thorough and imaginative approach to achieve River-Friendly certification", said Noelle MacKay, Deputy Director at the Watershed Association. "Increasing buffered areas around waterbodies with native plants and replacing manicured lawns with colorful wildflower meadows not only helps to improve water quality and attract native fauna, but is also very attractive",

added MacKay. “We are always looking for ways to improve our environmental footprint to benefit the community”, said Sean Coveney, Manager of Environmental Engineering for Janssen.

Janssen's practices include adopting Integrated Pest Management to reduce fertilizer and pesticide use; expanding wildflower meadows; shrinking high-maintenance, manicured lawn areas; planting a naturalized buffer around the farm pond; conserving water; and training employees in sound environmental practices. Independently reviewed and approved by a Technical Advisory Committee, Janssen has successfully implemented all of their certification requirements for the River-Friendly Business Certification Program.

Janssen Pharmaceutica Products, L.P., a wholly-owned subsidiary of Johnson & Johnson, is based in Titusville, NJ. Janssen has a long track record of developing treatments for central nervous system disorders, pain management, treatment of fungal infections, and therapy for gastrointestinal conditions.

Stony Brook-Millstone Watershed Association is a member-supported environmental organization based in Pennington on an open space reserve and is open to the public year round. Since 1949, the Watershed Association has worked to protect and preserve the natural environment of the 265 square mile drainage basin of the Millstone River. The Millstone flows north from Millstone Township to the Raritan River in Manville Borough. The Watershed Association Office is open weekdays from 9 a.m. to 6 p.m. and staff can be reached at 609-737-3735.

#