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Media Release

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30th Watershed Fest Draws Enthusiastic Crowd in Support of Environmental Education

Pennington, NJ—On October 1, 2005, the Stony Brook-Millstone Watershed Association held its 30th annual WatershedFest. More than 350 guests attended the event, which raised over \$139,000 for the organization's environmental education programs, \$22,000 more than was raised last year.

The Fest, themed "A River Runs Through..." this year, featured a silent auction and live music under one tent followed by dinner and a live auction under a second tent at the Association's nature reserve on Titus Mill Road. Over 200 local merchants and many individuals contributed to the success of the silent and live auctions.

"The success of the Watershed Fest is due to the efforts of so many individuals and organizations," said Watershed Association Executive Director Jim Waltman, "from the tireless efforts of the Fest Committee volunteers through the many businesses that donate goods and services and the corporations that provide major sponsorship. We are so grateful to all who contributed to the incredible success of this year's Fest."

Bristol-Myers Squibb Company underwrote the cost of the dinner served, and Church & Dwight Company sponsored the "Win a Pair of Kayaks" raffle.

The Johnson & Johnson Family of Companies and PSE&G also provided major support for the event, as did PNC Bank/PNC Advisors and U.S. Trust Company.

Candy Reed, Special Events Coordinator and Office Manager, was recognized by Waltman and the Fest Steering Committee for countless hours spent as the key staff

person responsible for working with the Fest Committee to ensure the success of the Watershed Association's biggest fundraiser of the year.

"We are so indebted to Candy for the work she has done over the past four years as our staff liaison for the Fest," said Fest Steering Committee Co-chair Wendy Pierce Evans of Princeton. "Candy has been working alongside us on the 2005 Fest since April, and she is instrumental in coordinating the efforts of her colleagues at the Watershed Association to ensure that the night goes off without a hitch."

"In addition to the efforts of staff, so many corporations provide significant financial support and small business from the 26 towns in our watershed generously contribute items and services for our live and silent auctions, as do individual donors." indicated Co-chair Anna Drago of Cranbury.

"The 30th Watershed Fest gave us an opportunity to look back at the Fest's beginnings and see how far we have come in providing substantial support for the Association's environmental education programs," Meg Gorrie of Pennington. reflected. "Support for the Fest is simply amazing. This is truly an event that lets all of our communities shine." Meg then went on to thank the volunteers and staff who over the past 30 years have made the Fest a reality. Co-chair Chris Mirante of West Windsor presented former Fest Chairs in attendance with a token of appreciation for their past work on the Fest.

Founded in 1949, the Stony Brook-Millstone Watershed Association is a non-profit membership organization dedicated to preserving clean water and the natural environment in the 265-square mile area of central New Jersey drained by Stony Brook and the Millstone River. More than 1,600 area families and individuals are members of the Watershed Association. The Watershed Association preserves open space by maintaining an 830-acre nature reserve in Pennington; provides year-round environmental education programs for children and adults; conducts extensive monitoring of local streams; and works with towns, businesses, and landowners to improve land use decisions that impact the environment. The Watershed Reserve contains 14 miles of hiking trails, a nature center and gift shop, and the Honey Brook Organic Farm—an independently operated, community supported farm. Visitors are welcome from dawn to dusk all year long. For more information, call 609-737-3735 or visit us online at www.thewatershed.org.



Co-chairs of the Stony Brook-Millstone Watershed Association's 30th Annual Watershed Fest Wendy Pierce Evans of Princeton, Chris Mirante of West Windsor, Meg Gorrie of Pennington, and Anna Drago of Cranbury celebrate the success of this year's Fest.



A guest at the Stony Brook-Millstone Watershed Association's 30th Annual Watershed Fest, US Congressman Rush Holt, representing New Jersey's 12th District, shares a word on the success of the event with Executive Director Jim Waltman.

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