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NEWS RELEASE

For immediate release

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Watershed Camp Counselor Gives Back to Trenton Youth *Bristol-Myers Squibb Partner Program Helps Make the Connection*

(July 30, 2009) Hopewell NJ – Inspired by his own first encounters with nature at the **Stony Brook-Millstone Watershed Association's** Nature & Environmental Summer Day Camp, Trenton resident **Canaan Bethea** is now helping city youth like himself connect with the natural world.

Thanks to a grant from **Bristol-Myers Squibb**, Canaan, age 17, is a counselor at the Watershed Association's Summer Camp – sharing the magic of the outdoors with other kids, who like him have limited opportunity to freely explore the wonders of nature.

"When I first came to the Watershed Association as a summer camper I really enjoyed learning about butterflies and all the types of insects out there," said Canaan, who is now going into his senior year at Trenton High School West Campus. "It was really my first experience with all the fun of nature and I was amazed. I knew if I got the chance that I wanted to come back and work with kids like me."

The Watershed Association's Camp Scholarship Program, which Bristol-Myers Squibb has funded since 1993, provides one-week camp scholarships to children entering grades one through six from families in the watershed region displaying an economic need. Transportation is included in the scholarship for children who live in the city of Trenton.

In addition, the Camp Scholarship Program offers a Bristol-Myers Squibb Internship to a young adult from Trenton. This camp counselor position is a vital link for the scholarship campers, as the scholarship counselor is first person campers see on the bus in the morning and the last contact they have at the end of the day. It also provides an important mentoring experience with the camp participants.

This year, in addition to Canaan as counselor, 33 children entering grades one through nine attended Watershed Association Summer Camp through the Scholarship Program.

"At a time when TV and video games are quickly replacing time spent outdoors, it's vital to reconnect our children with the natural world," said Jim Waltman, Watershed Association

Executive Director. “Thanks to the generous support of Bristol-Myers Squibb, our camp program can continue to inspire the next generation to appreciate and protect our local environment.”

“We are proud to support the Stony Brook-Millstone Watershed Association and its Nature & Environmental Summer Day Camp,” said Fred Egenolf, Director of Community Affairs at Bristol-Myers Squibb. “Our children are the next generation of environmental stewards.”

The Watershed Association’s Nature & Environmental Summer Day Camp offers a variety of one-week camp sessions from July 6 through August 14 for children entering grades one through nine. From 9 a.m. to 4 p.m. children have the opportunity to explore the 860-acre Watershed Reserve’s fields, forests, pond and stream and learn to embrace the wonders of nature. For each grade-specific camp session, professional staff guides campers through educational activities, such as stream explorations, tracking adventures, insect safaris, nature crafts and journaling. Older students enjoy canoeing, backpacking, camping and night hikes. For more information, visit www.thewatershed.org.

The Camp Scholarship Program is part of the Watershed Association’s larger “Trenton Link: Connecting Urban Children to Nature” initiative, which provides educational programming to less advantaged schools and individuals by waving program fees and providing transportation from Trenton to the Watershed Reserve.

The 26 communities included in the Stony Brook-Millstone Watershed region are: Cranbury, East Amwell, East Windsor, Franklin Township, Hightstown, Hillsborough, Hopewell Borough, Hopewell Township, Lawrence Township, Manalapan, Manville, Millstone Borough, Millstone Township, Monroe Township, Montgomery Township, North Brunswick, Pennington, Plainsboro, Princeton Borough, Princeton Township, Robbinsville, Rocky Hill, Roosevelt, South Brunswick, West Amwell, and West Windsor.

Interviews with Canaan Bethea and Executive Director Jim Waltman are available upon request. Contact Gwen McNamara, Communications Manager, at (609) 737-3735 x16 or gmcnamara@thewatershed.org.

About the Watershed Association

The Stony Brook-Millstone Watershed Association, a not-for-profit organization, protects the 265-square-mile region of central New Jersey drained by the Stony Brook and Millstone River – an area spanning 26 towns and five counties. Founded in 1949, the Watershed Association is central New Jersey’s first environmental group protecting clean water and the environment through conservation, advocacy, science and education.

Photo Caption information:

CanaanBethea&Campers.jpg

Photo by: Gwen McNamara

Bristol-Myers Squibb Internship Camp Counselor Canaan Bethea, of Trenton, at play with Stony Brook-Millstone Watershed Association Nature & Environmental Summer Day Campers at the 860-acre Watershed Reserve in Hopewell NJ. Campers left to right are: Pavel Zhelnin of Princeton, Sadia Vaughn of Trenton, Amelia Kearney of Yardley, Pa., Najmah Baldwin of Trenton, and Michael Rahtz of Titusville.