

# CITY OF JERSEY CITY

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## *Mayor Jerramiah T. Healy Announces the Project 365: Jersey City Green Week Second 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 **Second Annual Project 365: Jersey City Green Week**, which will run from **Monday, April 29th through Saturday, May 4th**.

“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**. “Last year we adopted the Project 365: Jersey City Green Week, which was a huge success. This year, 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://jc365daysofgreen.wix.com/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 April 29th through May 4th, 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.

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**Monday, April 29th – Jersey City is Sustainable**

Kick off the Second Annual Jersey City Green Week by stopping by the Historic Downtown SID's Farmer's Market at Grove PATH from 4:00 p.m. to 8:00 p.m.

**Tuesday, April 30 – Jersey City is Sustainable**

On Tuesday, April 29th, the Jersey City Law Department and the Jersey City Environmental Commission will host the 6<sup>th</sup> Annual Sustainable Cities Conference at Liberty Science Center from 9 a.m. to 1:30 p.m. The Conference will focus on the key to sustainable cities. **Mary Leou**, the Director of the Wallerstein Collaborative for Urban Environmental Education at NYU, and Director of the Environmental Conservation Education Program in the Department of Teaching and Learning, will be the Keynote Speaker at **12 noon**. The conference is free to all, however, pre-registration is required and the seats are limited. See

<http://project365jerseycitygreenweek.eventbrite.com> to register today!

**Wednesday, May 1st – Jersey City is Innovative**

On Wednesday, May 1st, 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 *To the Arctic* in the nation's largest IMAX Dome theater at 6:30 p.m. or *Turtle Vision* in the 3-D theater at 6:00 p.m. and 6:45 p.m. 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://jc365daysofgreen.wix.com/365-green-week>

**Thursday, May 2nd – Jersey City is Local**

On Thursday, May 2nd, 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.

**Friday, May 3rd – Jersey City is Creative**

On Friday, May 4<sup>th</sup>, "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. 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.

**Saturday, May 4th – Adopt-a-Lot and Adopt-a-Park Kickoff and Green Week Closing Party**

Jersey City Green Week concludes on Saturday, May 4th with a celebration of our Adopt-a-Lot and Adopt-a-Park Kickoff and Green Week closing party. The day kicks off at **11 a.m.** at

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**Arlington Park**, where games, activities, face painting and much more will be available to residents.

Residents who would like to get out early can take part in the Skyway Park public meeting and seasonal opening at **10 a.m.** located at the park entrance on Sip Avenue and Routes 1&9.

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.

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