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**NEW JERSEY AUDUBON SOCIETY  
ANNOUNCES LAUNCH OF PINELANDS  
BIRDING AND WILDLIFE TRAILS PROJECT**



Cape May Court House, NJ, February 10, 2009: New Jersey Audubon Society (NJAS) and several partner organizations are in the initial phase of creating the Pinelands Birding and Wildlife Trails, the fourth in a series of free print and online publications promoting wildlife viewing throughout the State. The first three projects resulted in 24 driving routes to over 200 places along the Delaware Bayshore, the Hackensack River watershed and in the Skylands, all of which can be explored at [www.njwildlifetrails.org](http://www.njwildlifetrails.org). The Pinelands Birding and Wildlife Trails will feature sites in Atlantic, Gloucester, Camden and Burlington counties.

The first step of the process in each region is to invite both members of the public and managers of specific destinations to nominate their favorite wildlife-viewing sites. The brief site nomination form can be downloaded at [www.njwildlifetrails.org](http://www.njwildlifetrails.org) or can be mailed upon request. In addition, the NJAS Birding and Wildlife Trails team is looking for opportunities to make informational presentations to just about any organizations' gathering in the coming months. This hands-on outreach effort is designed to educate the local community about the potential benefits of nature-based tourism and to facilitate the site nomination process.

"The New Jersey Division of Travel and Tourism is delighted to partner with the New Jersey Audubon Society in launching the Pinelands Birding and Wildlife Trails Project," said Secretary of State Nina Mitchell Wells. "Outdoor recreation is one of the top activities for travelers taking leisure trips, according to the U. S. Travel Association, and New Jersey has an abundance of destinations for every outdoor enthusiast. We encourage everyone to pack a compass and canteen and get ready for hiking, kayaking, camping, and wildlife watching and nominate your favorite wildlife-viewing site. For more great recreational ideas, visit [www.visitnj.org](http://www.visitnj.org)."

"The trails project is an important part of fostering sustainable nature tourism in New Jersey and draws national attention to our state's spectacular wildlife resources and abundant public open space," Department of Environmental Protection Acting Commissioner Mark N. Mauriello said. "We are both pleased and proud to partner with the New Jersey Audubon Society on this special initiative, which advances the DEP's ongoing efforts to promote sustainability, preserve open space and create world-class outdoor recreation opportunities for our residents and visitors."

Lillian Armstrong, NJAS's Director of Birding and Wildlife Trails stated, "New Jersey boasts the highest density of humans of any state in the nation. But did you know we have more species of wildlife -- from fish to mammals to birds -- in this state per square mile than anywhere else in the U.S.? The Birding and Wildlife Trails program aims to promote the diverse habitat regions in New Jersey that attract all this wildlife. Why? Because wildlife viewing remains one of the fastest growth sectors in outdoor recreation, bringing anywhere from \$2.5 billion to \$4 billion in economic activity to our state alone. Natural resources attract the wildlife; it's up to us to attract the wildlife enthusiasts. We are thrilled to focus on the Pinelands with this project. It is truly a national treasure, and was recognized as the first National Reserve by Congress in 1978."

If you would like to schedule a meeting or presentation for your organization, submit a site nomination, or if you have any questions, please contact Tony Geiger, project manager, at [tony.geiger@njudubon.org](mailto:tony.geiger@njudubon.org).

Publication of the new Pinelands Birding and Wildlife trails brochures and website is expected in the first half of 2010.

The Birding and Wildlife Trails program is a joint effort led by NJAS and including the New Jersey Department of Transportation, New Jersey Division of Travel and Tourism, and the New Jersey Department of Environmental Protection. It is funded by the New Jersey Department of Transportation through a grant from the Federal Highway Administration.

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