



New Jersey Pinelands Commission **PRESS RELEASE**

May 9, 2008

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State unveils new brochure highlighting the treasures of the Pinelands National Reserve of southern New Jersey

NEW LISBON, N.J. – The natural, cultural and historic treasures found in the 1.1-million-acre Pinelands National Reserve take center stage in a new brochure that was unveiled during the New Jersey Pinelands Commission's meeting today.

"This brochure will serve as a vital tool to help people navigate and better understand an area of southern New Jersey that is unlike any other place in the world," said John C. Stokes, Executive Director of the Pinelands Commission. "The more people discover what makes the Pinelands so special, the more they will want to protect this region."

The Pinelands Commission, the National Park Service (NPS) and the New Jersey Department of Environmental Protection's Division of Parks and Forestry teamed up with a writer and designer from the NPS' Harpers Ferry Center to produce the brochure. The three agencies are partners in the Pinelands Interpretive Program. Congress called for the creation of a Pinelands interpretive and educational program in 1988 to "enhance public understanding, awareness and appreciation of the natural and cultural resources" of the Pinelands. The project has resulted in the creation of Pinelands-themed wayside exhibits and kiosks that have been installed at six state forest areas in the Pinelands and other locations, as well as new Pinelands road signs that have been posted at 22 locations in the region.

"These informative and colorful brochures are the signature piece for the National Park Service, and the Department of Environmental Protection is proud to have played a role in producing one for the Pinelands National Reserve," DEP Commissioner Lisa P. Jackson said. "They serve as guides and keepsakes for tourists who visit famous natural treasures such as the Grand Canyon, Yosemite, the Great Smoky Mountains, and Shenandoah, to name a few. The fact that the Pinelands National Reserve finally has its own inspires us to seek a deeper understanding of the national treasure we have right here in New Jersey."

The new brochure was funded through a cooperative agreement between the partners, including \$25,000 from the NPS Pinelands Interpretive Office and a \$13,000 NPS Challenge Cost Share Program grant that the Commission has matched with in-kind services. Copies of the brochure can be obtained at Bass River State Forest, Belleplain State Forest, Brendan T. Byrne State Forest, Double Trouble State Park, the Forest Resource Education Center, and Wharton State Forest, or by contacting the Pinelands Commission at (609) 894-7300 or info@njpines.state.nj.us.

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“The National Park Service is very pleased to have partnered with the Pinelands Commission and New Jersey Division of Parks and Forestry on the development of the first-ever, official NPS brochure for the Pinelands National Reserve,” said Philip G. Correll, Project Director, National Park Service, Pinelands Interpretive Program. “The brochure is important in the effort to raise awareness among both residents and visitors about the rich natural and cultural resources found in the Pinelands.”

The front side of the brochure features a colorful, photographic collage of Pinelands landscapes, as well images of plants and animals such as the Pine Barrens tree frog, a common yellowthroat (bird), an insect-eating pitcher plant and the rare Pine Barrens gentian (plant). It also explores the close relationship between the Pinelands’ natural resources and its culture. A chronology of human activity in the region, and a diagram of the 17-trillion-gallon Kirkwood-Cohansey aquifer system are also displayed.

The other side of the brochure features a large map that details the Pinelands National Reserve boundary, and charts the location of major roads, state parks, forests, wildlife management areas and wildlife refuges. The map also provides information about recreational opportunities offered at popular Pinelands destinations, including addresses, phone numbers and web sites for those locations.

Many of the photographs in the brochure were taken by professional nature photographer Bob Birdsall, author of “People of the Pines” and “Seasons of the Pines,” and staff members from the Pinelands Commission and the National Park Service.

The brochure conforms to the National Park Services’ (NPS) “Unigrd System,” a modular grid format for layout of text and graphics that has been used for all NPS brochures since 1977. These brochures are easily distinguishable by their uniform designs that include a black band at the top and bottom of the page, standardized typeface and standard map formats.

The Pinelands National Reserve was designated as the country’s first national reserve in 1978. The reserve covers all or part of 56 municipalities in seven counties in southern New Jersey. The region is home to more than 850 plant and 500 animal species, including dozens of rare species, as well as an aquifer that contains an estimated 17 trillion gallons of pure water. It is the largest body of open space on the Mid-Atlantic seaboard between Richmond, Va. and Boston, Mass.

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