

## PRESS RELEASE

CONTACT: Mayor's Office  
861-5301  
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### **Woodbine Wins First-Ever Sustainable Jersey™ Champion Award Awards Presentation on November 17 at NJ League of Municipalities Conference**

**WOODBINE (October 20, 2009)** – Sustainable Jersey representatives announced today that the Borough of Woodbine won a Sustainability Champion award in the “Small Community” population category. Woodbine is being recognized for making the most progress in the Sustainable Jersey program in its respective category and will be honored at the Sustainable Jersey awards luncheon at the League of Municipalities Convention on Tuesday, November 17, 2009. Mayor William Pikolycky will be accepting the award on behalf of the Borough.

“We are honored to receive this distinguished award for our work in becoming a sustainable municipality,” said Woodbine’s Mayor William Pikolycky.

“We know this is just the beginning,” he added. “Our Rural Sustainability Plan and Sustainable Jersey certification will be the basis for new economic opportunity, green jobs, and an expanding eco-industrial park. Woodbine provides an exceptional opportunity for ‘green businesses’ to locate in a Pinelands Growth Community with full access to public sewer and water, public transportation, rail, airport, and other environmentally compatible services.

Pikolycky stated that this recognition is just the first step toward achieving the Borough’s long-range goals for a cleaner, more prosperous and sustainable environment.

Award winners are the top scoring towns among the 47 municipalities in the first group to submit applications to become “Sustainable Jersey Certified.” A minimum of 100 documentable action points is necessary for municipalities to become certified. Woodbine’s total exceeded the minimum number significantly.

Woodbine was honored particularly for the work on its comprehensive Rural Sustainability Plan; its ordinances on land management and forest conservation; its long-standing effort to create new bike and hiking trails; and its innovative initiatives to promote sustainable energy development.

“The Sustainability Champion awards have brought to the forefront the amazing achievements and extraordinary commitment of four towns and their sustainability programs. The winners represent our best,” said William Dressel, Jr., Executive Director of the New Jersey League of Municipalities.

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The Sustainability Champion Award recognizes municipalities that have scored the most points in the Sustainable Jersey certification program in three population categories: small (0-5,000), medium, 5,000-50,000) and large (50,000+). The complete list of the 2009 Sustainability Champion award winners include:

- Large: Woodbridge Township (Middlesex County)
- Medium: A tie between Ocean City (Cape May County) and the City of Summit (Union County)
- Small: Woodbine Borough (Cape May County).

Randall Solomon, Executive Director of the New Jersey Sustainable State Institute and Sustainable Jersey program partner applauded each of the winners. "These awards recognize the top towns that have made the most progress across the 43 action categories of the Sustainable Jersey program. They have excelled in areas such as improving energy efficiency and health and wellness, smart land use and transportation, reducing waste, sustaining local economies, protecting natural resources, and addressing diversity and equity, just to name a few." Sustainable Jersey program partner Donna Drewes, of the Municipal Land Use Center at The College of New Jersey, congratulated the winning towns. "Our winners represent the pioneers that are making extraordinary contributions toward the long-term goal of a sustainable New Jersey and world."

New Jersey is the first state in the nation to have a comprehensive sustainability program for communities that links certification with strong state and private financial incentives, and a fully resourced program of technical support and training. "The response to the Sustainable Jersey program has exceeded our expectations--currently over 240 municipalities, in all 21 counties, have registered with Sustainable Jersey and declared their intent to become certified," said Fred Profeta, Maplewood's Deputy Mayor for the Environment and Chair of the New Jersey Mayors Committee for a Green Future.

The award winning towns will be recognized at the first annual Sustainable Jersey awards luncheon on Tuesday, November 17 at the New Jersey League of Municipalities conference. Admission is open to the public, but the \$35 tickets are going fast.

Woodbine Borough is a small municipality located in Cape May County. It has a population of approximately 2,800 persons. As one of the most economically distressed communities in the New Jersey Pinelands and the State, Borough officials are particularly interested in using Woodbine's new certification as a way to generate interest in "green" industrial and commercial development that will bring environmentally-friendly jobs to the community.

### **About the Sustainable Jersey Program**

Sustainable Jersey is a certification program for municipalities in New Jersey that want to go green, control costs and save money, and take steps to sustain their quality of life over the long term. The innovative new program is an initiative of the New Jersey State League of Municipalities' Mayors Committee for a Green Future, the Municipal Land Use Center at the College of New Jersey, the New Jersey Sustainable State Institute at Rutgers University, the New Jersey Department of Environmental Protection, the Rutgers Center for Green Building, the New Jersey Board of Public Utilities, and a coalition of New Jersey non-profits, state agencies, and experts in the field. To learn more about the Sustainable Jersey certification visit [www.sustainablejersey.com](http://www.sustainablejersey.com).

**Sustainable Jersey Awards Luncheon at the New Jersey League of Municipalities Conference**

**Date:** Tuesday, November 17, 2009, 12 Noon – 1:30 PM

**Location:** Sheraton Hotel, Crown Ball Room, 2nd Floor, Atlantic City, New Jersey

**Registration:** 94th Annual New Jersey League of Municipalities Conference and Sustainable Jersey Luncheon Registration Info: [www.njslom.org](http://www.njslom.org) > Annual Conference > 94th Annual Conference

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