

PRESS RELEASE



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Cara Muscio, Clean Ocean Action, Coastal Programs Coordinator

Clean Ocean Action to launch Municipal Blue Star Program

A Collaboration with Sustainable Jersey; Blue Star will Reduce Pollution and Improve Water Quality

All Clean Water Enthusiasts Invited to Attend

Sandy Hook, NJ— Clean Ocean Action is officially launching the Municipal Blue Star Program on **Thursday, September 18th from 9am to 1pm** at [Richard Stockton College of New Jersey](#). Municipal leaders are invited to learn about actions towns can take to reduce stormwater pollution and improve water quality. The event will feature panel discussions and a demonstration by [Environmental Canine Services](#) with innovative pollution-tracking dogs.

“Blue Star combines the visionary [Sustainable New Jersey Program](#) with Clean Ocean Action’s focus on water quality protection,” said **Cindy Zipf, Executive Director of Clean Ocean Action**. “It will help communities become leaders in environmental stewardship, and ensure the vitality of a clean coastal ecosystem and economy.”

Any municipality registered or certified in the Sustainable Jersey program is eligible to work toward a Blue Star Award.

“We are excited to partner with Clean Ocean Action on the Blue Star Program, and see its focus on water quality improvements as another benefit to becoming a certified Sustainable Jersey municipality,” said **Donna Drewes, Co-Director of Sustainable Jersey**.

“The Blue Star Program recognizes that clean water is essential to healthy, resilient communities by giving coastal towns and residents the tools and resources they need to thrive,” said **Chris Daggett, President and CEO of the Geraldine R. Dodge Foundation**, the primary funder of the program. “With Clean Ocean Action’s focus on water quality and pollution prevention, the Blue Star Program will be an added benefit to the Sustainable Jersey certification program.”

“The launch event showcases innovative solutions to water pollution issues, which will inspire participation in the Blue Star Program”, said **Cara Muscio, Clean Ocean Action Coastal Programs Coordinator**. “We encourage anyone concerned about water quality to attend.”

The Sustainable Jersey and Blue Star programs improve and protect our economy; reduce costs and increase municipal funds; promote healthy waters and environmentally sound practices; showcase communities as statewide role models; and increase community pride and participation.

[To register for this event, visit Clean Ocean Action's Blue Star Launch registration page](#) or call Clean Ocean Action at 732-872-0111.

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