

hudsonriverpark.org

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Pier 40, 2nd Floor
353 West Street
New York, NY 10014
Phone 212.627.2020
Fax 212.627.2021

Hudson River Park



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Get involved!

Hudson River Park **News** Fall 2008

Plant!
Clean!
Protect!
Contribute!
Improve!
Support!
Sponsor!



see pg 2



see pg 3



see pg 3



see pg 4

Get involved!

Hudson River Park is fortunate to enjoy the support of scores of individuals, organizations and corporations interested in contributing to the park's beauty and success. Read on to learn how you can get involved...

Dig!



Horticulture Volunteer Program

Hudson River Park's Horticulture Volunteer Program enjoys creating opportunities for individual, community and corporate involvement through work alongside our staff horticulturists. As part of the program, we teach volunteers basic

horticulture skills such as: safe hand-tool usage, knowledge of plants, and proper maintenance techniques.

The three main areas of the park maintained with volunteer assistance

are the *Apple Perennial Garden* in Greenwich Village, the *South Promenade Perennial beds* located at West Thames Street in the Financial District and the *Habitat Garden* near Pier 66.

Volunteer Profile: Yolanda Medina

Yolanda Medina, a retired neighborhood volunteer residing in Chelsea, loves nature and enjoys spending time on the water while taking in Hudson River Park's verdant atmosphere. As an avid park patron, she wanted to find a constructive way to use her time, learn some new skills and have some fun, which led to her decision to become a Hudson River Park Garden Volunteer.

Since early spring, Yolanda has been busy learning plant identification, weeding & pruning techniques, participating in planting projects, and caring for the beautiful Pier 40 annual flower boxes. "I love everything I do: getting up early, taking a walk, seeing the river, hearing birds sing and learning to care for plants," she said when talking about an average day working in the park. "I'm 66 but I'm ready—like a kid."

Now, when Yolanda walks around the park outside of her volunteer hours, she has the urge to get to work. During a recent walk above 23rd Street, she saw an area that needed some attention and wanted to take care of it using her newly acquired plant identification and weeding skills. Only then did she remember, as she said laughing, that "I wasn't wearing my official Hudson River Park Volunteer t-shirt, and was afraid people would think I was just a crazy old lady walking in the plant beds."



"I love everything I do: getting up early, taking a walk, seeing the river, hearing birds sing and learning to care for plants."

"The Ritz-Carlton New York, Battery Park applauds the Horticulture volunteers for their hard work and devotion. The South Promenade gardens at our doorstep are overflowing with flowering joy."

- Jennifer A. Oberstein
Area Director of Public Relations
The Ritz-Carlton Hotels
of New York & Boston

New York Cares Volunteer Team Leaders Carl Carlson and Liz Kim lead a team of 12 to 15 volunteers every week, helping to maintain the naturalized habitat area bordering Pier 66.

As West Siders, Carl and Liz both pass through the park often and were interested in beautifying the riverfront. Working on the naturalized habitat was appealing for both of them; Carl has always

had an interest in gardening, and Liz had never done a garden program before and saw a great opportunity. "I wanted to help the West Side in my own way, and I can see it happening, with tangible benefits," Liz explained.

Carl also appreciated the fact that their work never goes unnoticed, and bikers will often thank them, encouraging them to "keep up the good work." It's "an

unbelievable asset that we have here in the city," Carl said, referring to Hudson River Park.

Driven by their positive experiences, it looks like Carl and Liz will keep on contributing to the park in the future. "It's now been six months, and I plan on continuing. This experience has reaffirmed my commitment," Liz said.

Bag!



Skim!

Clean Sanctuary Campaign

For people interested in improving the city's marine environment, the Clean Sanctuary Campaign provides a convenient and effective outlet for doing so. Everything from sewing machines to human-sized pieces of Styrofoam, and as many as 17 car batteries have been taken out of the park's waters. In fact, over 300 full trash bags of debris have been removed from the river since the Clean Sanctuary Campaign began.

Aquatic habitats called estuaries are found where fresh river water empties into the saline environment of the ocean. These areas, located where separate ecosystems collide and mix, are rich in nutrients and contain high levels of biodiversity. Hudson River Park, which is situated at the confluence of the Hudson River and the Atlantic

Ocean, was designated an estuarine sanctuary in 1998 and has a unique and abundant animal population because of its proximity to both bodies of water.

The Environment and Education Department of the Trust has been committed to maintaining the Hudson River Park Estuarine Sanctuary through its Clean Sanctuary Campaign, an ongoing volunteer program. This summer has seen one of the campaign's most successful seasons to date, and has drawn volunteers to the park in an effort to preserve the estuary as a suitable habitat for its varied species of fish, plankton, and aquatic plants.

Throughout the spring, summer and fall, groups and individuals come to Hudson River Park to take

part in the campaign, creating a cleaner, more enjoyable environment for the people who visit, and for the wildlife that resides permanently. A principal activity involves using skimmers and telescoping hook poles to remove marine debris from the water, but volunteers can also remove litter by hand during low tide.

The official kickoff of the Clean Sanctuary Campaign was Earth Day 2006. Since then, volunteers from a wide variety of organizations have come to help restore Manhattan's waters. This summer alone, the park has welcomed groups from universities, high schools, youth volunteer organizations like Children for Children, and corporations such as Nautica. Individual volunteers are abundant as well, with people

enjoying an eventful day outdoors while working for positive change. Many parents also find the activities a good way to spend time with their children while promoting environmental awareness.

A particularly popular day of the year for the campaign is International Coastal Cleanup Day, where people remove unwanted material from coastlines all over the world. At the end of the day, the amount of garbage removed is measured. Participants find out exactly how much was cleaned up from the water in the park, the city, the state, and so on. Last year, the debris recovered from Hudson River Park added to the 71 tons removed from all of New York State on that day, according to the Ocean Conservancy.

Help!





As Hudson River Park celebrates its tenth anniversary, our Marketing & Events Department has wrapped up another exciting free summer event season. From the *RiverFlicks* movie series and *Rumble on the River* boxing event, to *RiverRocks* concerts and the fan-favorite *Blues BBQ*, the summer calendar has been an overwhelming success, bringing many days and nights of free fun to park patrons.

One of the most anticipated summer events was the annual *Blues BBQ* festival, now in its ninth year. Celebrated blues musicians from all over the country convened on Hudson River Park's Pier 54 to serenade a hungry crowd. The air was sweetly-scented, thanks to a handful of New York's most popular BBQ eateries preparing slow-cooked favorites. Blues and BBQ

lovers spent over seven hours enjoying this unique event.

The Hudson River Park Trust is grateful to the many sponsors of Hudson River Park, such as *Lincoln*, *Anheuser-Busch*, *Nike*, *Capitol One*, *Nintendo* and *Time-Warner Classics* for helping to fund our events and programs.

Organizations connect with active New Yorkers

With over 6 million people visiting Hudson River Park annually and millions more using the bike path, the park is certainly a fantastic location for organizations to connect with busy tourists and active New Yorkers.

In addition to the wide number of events that are available for sponsorship, the park offers a streetlight banner program and marketing opportunities at specific facilities such as the Skate Park, Dog Runs and Athletic Fields. The United States Soccer Federation Foundation, Inc. made a grant to the Trust in the summer of 2004 in the amount of \$200,000 that went towards defraying the cost of developing the recreation field at Pier 40 and a bundled package of soccer field-related goods and services.



Where Harrison Street in Tribeca meets Hudson River Park, the Nike Runner's Station is inconspicuously situated adjacent to the bike path. The station is one of Nike's most visible contributions to the park and provides advice and resources for those who choose to run for exercise. The station's services include stretching mats, lockers, water and Band-aids, along with route maps and help becoming part of the local running community.

The station's main purpose is to sustain and encourage the culture of running, so the park is an ideal venue. According to Jacie Prieto, a Media Relations Manager with Nike, having a designated spot where runners can get "educated, hydrated, serviced, and meet up with running partners" helps generate enthusiasm among people who run in the park.

Information is also an important motivating factor when it comes to being

active, and an informed runner is more likely to enjoy the sport. The station's staff offers guidance on proper stretching, staying hydrated in hot weather, and maintaining good eating habits. Nike also provides free product trials of its footwear, Sport Kits, and Sport Bands for people to test, allowing runners to explore options in athletic equipment.

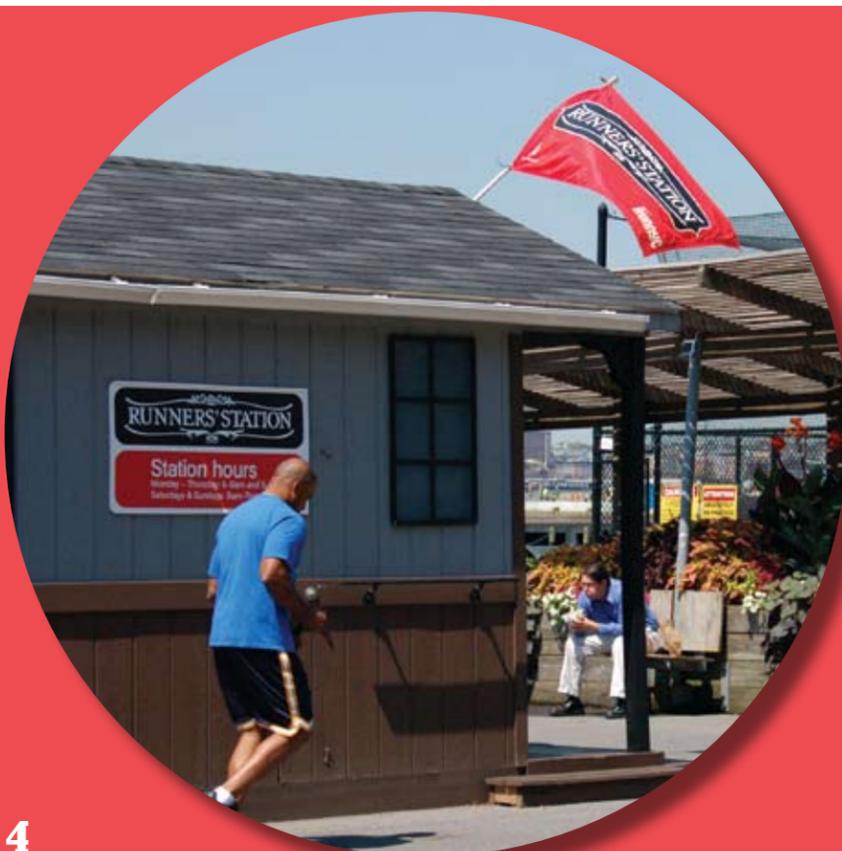
Further promoting a culture of running in the park are the organized training runs set up by the station for people who enjoy exercising with others. According to Jacie, people tend to gravitate toward other groups of people, and running teams inspire their members to remain active. "These are all necessary steps for a healthy lifestyle. Especially in a park that's so beautiful—it's easy. Organized training runs are the motivation that people need," she said.

At the end of a good workout, it's always nice to be treated, which is why Nike is

also "looking for creative ways to reward runners." That was the motivation behind Nike's support for Hudson River Park's *RiverFlicks* screening of the film *Almost Famous*, where runners were provided beverages and food after a 3- or 6-mile run. As described by Jacie, runners could come to the park, "have a bottle of water, get a blanket and chair, and enjoy the movie. It was very organic to New York's culture [having a movie screening in a park], and it had a beautiful backdrop."

The relationship between Nike and Hudson River Park not only benefits the patrons' individual needs, but also helps support daily operations of the park. One policy of Nike is that all proceeds from PowerBar, Gatorade, water, and other items sold in the Runner's Station are donated back to the Trust. This way, Hudson River Park and Nike are both able to support one another, resulting in a win for everyone.

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Horticulture Volunteer Program

Jennifer White
Staff Horticulturalist
Operations & Maintenance

In my family, learning to walk and weed the garden went hand in hand. Weeding my mother's extensive flower beds was one of my dreaded teenage chores. Ironically, when I moved to New York in the late 80's, I learned how much having my hands in the dirt feeds my soul.

Developing and running the ever-expanding Hudson River Park Trust's Horticulture Volunteer Program is a true joy. I love providing opportunities for people to get their hands in the dirt.

The personal benefits of gardening at Hudson River Park are as numerous as the individuals that volunteer; from the basic physical body movement and strength building, to a splendid sense of well-being and accomplishment. A study by the University of Bristol, (United Kingdom, Prevention magazine 09/07) found that digging in the dirt actually boosts your mood and helps you cope with stresses! This happens when you inhale commonly found soil bacteria that release mood enhancing chemicals in your brain. The results are in – yet another reason to be GREEN – everyone, everywhere should be gardening!



Clean Sanctuary Campaign

Crist Figueroa
Education Coordinator
Environment & Education

As the Education Coordinator at Hudson River Park, I am often outdoors. You may see me running one of our many Environmental and/or Educational programs. You also may see me taking photos of the park and at our events. (If you haven't noticed, we wear many "hats" here.) You hopefully will see me conducting one of our Clean Sanctuary Campaigns.

The Clean Sanctuary Campaign is the vehicle we use in the Environment and Education Department to get volunteers involved with cleaning up the environment. Whether through hand-picking of trash or using pool skimmers, people can make a difference in helping the Hudson River.

I personally enjoy this aspect of my job because the impact is immediate and visible. From the point when a group of volunteers begins until they end, which is usually a few hours later, you can count the many bags of trash that have been removed and more importantly NOT see the trash in the water or along the Hudson River shore in the area cleaned.



Park Sponsorships

David Katz
Vice President
Marketing & Events

As a student at Tulane University, I was lucky enough to get a cool part-time job with the Greater New Orleans Sports Foundation, which started me on my fifteen year career path.

In my new role as Vice President of Marketing & Events at Hudson River Park, the task of securing sponsorship for the park and its programs falls to my department. In fact, I have been working with Hudson River Park sponsors for the past five years in my previous role as Director of Recreation, Permits and Special Events. Some of the marketing success stories I've watched develop include the Nike Runners Station, the Men's Health Urbanathlon and the Avon Walk.

With over six million annual visitors to Hudson River Park and millions more using the Bike Path, I'd like to see greater diversity in the types of brands signing on as sponsors. Entertainment, media, food & beverage and health & fitness brands have the exciting opportunity to connect their message with the curious tourists and healthy New Yorkers who visit the park daily.

Other opportunities to contribute . . .



Friends of Hudson River Park works as a private sector partner with the Hudson River Park Trust. Its mission is to support the completion and care of Hudson River Park: a world-class park for everyone. Friends provides critical advocacy, volunteer and financial support for the park.

Friends of Hudson River Park supports the work of Hudson River Peers, a dedicated group of young professionals who enjoy the park and are committed to its long-term success. Hudson River Peers organizes social and volunteer events and activities throughout the year as a means of bringing together young professionals who are interested in the betterment of the Park and its environs.

Friends and Peers programs include the *Clinton Music Series*, *Passport to the Hudson*, free outdoor yoga, benefit parties, and volunteer planting for *Wildflower Week* in conjunction with the Wall Street Volunteers.

Friends of Hudson River Park

www.fohrp.org

212.757.0981

Hudson River Peers

hudsonriverpeers@fohrp.org



44th Street Better Block Association

The beautiful Community Garden on Pier 84 is maintained by the members of the 44th Street Block Association/Friends of Pier 84.

Situated just south of the Intrepid Sea-Air-Space Museum, this wonderful jewel is planted with perennial shrubs and flowers.

As of the end of August, the garden was in full bloom, with monarch butterflies darting in and out among the flowers.

Every year there are two major planting days in the spring and fall, and the block association reports that they are always looking for residents of the west side to get involved.

If you drop them an email, they promise to keep you posted on upcoming events!

pier84garden@gmail.com



Did you know?

In addition to being a governmental body, the Hudson River Park Trust is a not-for-profit 501(c)(3) corporation.

Hudson River Park Trust does not receive any operational funding from government sources. By state law, all revenue generated within the park, whether from park tenants or permit fees, may only be used for the park's design, construction, maintenance or operations. Funding for building the park is being provided by city, state, federal and some private sources.

Your donations help support our park maintenance, gardening, education and other free programs. Your contribution of \$5,000 or more will be gratefully acknowledged in our Annual Financing Plan. Your contribution is tax-deductible to the extent allowable under the law.



Hudson River Park Trust

You can donate online:

hudsonriverpark.org/get_involved.asp