

For Immediate Release

RIVERFEST EVENT & LOGO TO BE UNVEILED IN BRIDGETON JUNE 23

When Bridgeton-based artist Jonathan Sindall heard of a logo-design contest for a new Cumberland County-based festival called the Cohansey RiverFest, many images came to mind: the region's abundant wildlife, the river snaking through twilight marshlands to the Bay, even Bridgeton city landmarks like the Courthouse belltower visible from his second-story window. "They all rushed in together," he said.

"And then none of them would leave." So he just wove them all into a single dynamic design.

His design synergy proved just what the RiverFest ordered. "We loved Jon's logo at first sight," says Carola Hartley, director of Bridgeton Main Street, umbrella organization for the many area groups collaborating on the first ever Cohansey RiverFest to be held Saturday, August 28. "It's the way this region integrates all its variety, its contradictory parts, that actually makes it so great."

The logo will be unveiled at the Sheppard House, Rutgers University's Cousteau Center, in Bridgeton, at 1 PM Wednesday, June 23, when the RiverFest Coalition assembles in its anchor city to announce the festival, which will include the amenities of the Bridgeton City Park and Upper Deerfield as well as satellite sites in Hopewell, Greenwich and Fairfield.

"We've got almost every kind of activity you could think of, even this first time out," says Tony Stanzione of the Cumberland Development Corp and Bridgeton Area Chamber of Commerce, "from runs and boat-races to walking, biking, boating and hiking tours to ethnic and heritage crafts demos to music, art and dance."

"And food food food," adds Hartley, who is headlining the Crabfest and Beer Garden at the Bridgeton Riverfront, organized jointly by the Chamber and Bridgeton Main Street. "Basically, what we're doing is throwing a party," she says. "You know, even in hard times Down Jersey knows how to celebrate who we are and what we've got."

Matt Blake of the American Littoral Society says the RiverFest highlights the entire region's ecotourism resources. "Tell more people who hike and bike and boat and fish about how unspoiled South Jersey is, and, believe me, they will come." The ALS plans to host a special bird-wildlife-history bike tour down-river that will conclude with a boat-ride back up the estuary.

The Sheppard House, located at 31 West Commerce Street in Bridgeton, overlooks the Cohansey River and the historic bridge that gave Bridgeton its name. Lisa Calvo, who coordinates the Rutgers Marine Science satellite program there, says one goal of the RiverFest is to "honor" a local species. "This is the 'Year of the Sturgeon,'" she says. "It's a caviar-producing fish we thought we'd lost that's beginning to show signs of a possible comeback."

Among other festive events, Gallery 50 will join the Cumberland County Cultural & Heritage Commission in hosting Bridgeton's first "plein-air" (outdoor) competition for landscape artists, with a \$400 first-prize award.

For the history-conscious, the Bridgeton Historic District Commission plans a walking tour of local heritage sites, "a hot day's easy circuit in and around downtown Bridgeton," according to Historic Commissioner Flavia Alaya. "Let's call it 'nature & culture together,'" she says. "Basically this means all tours start and end at the Beer-Garden."

Free pre-festival maps and brochures that include the new Jonathan Sindall logo will be available soon. Meanwhile, program information can be accessed on the festival's dedicated website: www.cohanseyriverfest.org. For phone information, call Matt Pisarski: 856-453-2175 or Carola Hartley: 856-575-5582.

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