



#### Contact

Jo-Ann Munoz, Director of Communications, D&R Greenway Land Trust  
609-924-4646 - [jmunoz@drgreenway.org](mailto:jmunoz@drgreenway.org)

### **Lester Brown, D&R Greenway Land Trust and The Nature Conservancy urge the voters of New Jersey to go to the polls on November 3<sup>rd</sup> and VOTE YES on QUESTION #1, the Green Acres, Clean Water and Farmland Preservation Act.**

**Princeton, NJ , September 9, 2009** – D&R Greenway Land Trust and The Nature Conservancy are pleased to be hosting **Lester R. Brown** at the Johnson Education Center today.

**Lester R. Brown** is described as “one of the world’s most influential thinkers” (*Washington Post*) and “the guru of the environmental movement” (*Telegraph of Calcutta*). This native son of New Jersey, is here to discuss his upcoming book *Plan B. 4.0: Mobilizing to Save Civilization*, comment on the work of D&R Greenway Land Trust and The Nature Conservancy and, most importantly, add his voice to the chorus of approval for voter passage of the **Green Acres, Clean Water and Farmland Preservation Act of 2009, PUBLIC QUESTION # 1 on the November 3<sup>rd</sup> General Election Ballot.**

One of the key issues identified in *Plan B. 4.0: Mobilizing to Save Civilization* is a growing vulnerability to food shortages, brought on by a variety of factors including harvest reductions from groundwater depletion, as well as eroding soils and rising temperatures from greenhouse gas emissions. Rising temperatures bring crop shrinking heat waves, melting ice sheets, rising sea levels and shrinking mountain glaciers.

*Plan B* prescribes a worldwide cut in net carbon emissions of 80 percent by 2020, thus keeping atmospheric CO<sub>2</sub> concentrations from exceeding 400 parts per million. This could be accomplished by a combination of efficiency advances, the wholesale shift to renewable energy, and expansion of the earth’s tree cover.

**D&R Greenway Land Trust and The Nature Conservancy are working on the ground here in New Jersey to help remediate carbon emissions and stabilize our water supply.** The way we do this is simple – by preserving and caring for our natural lands and open spaces. By protecting our forests we preserve trees. It has been said that a single tree will absorb one ton of carbon dioxide over its lifetime. Contiguous forests and undeveloped natural lands provide for groundwater absorption, not run-off, thereby recharging aquifers and ensuring an adequate water supply for both human consumption and agricultural needs. Small steps – perhaps. But if every community in every state could learn to value the preservation of land – it could add up to something significant.

Passage of the **Green Acres, Clean Water and Farmland Preservation Act of 2009** will provide the funding that D&R Greenway and The Nature Conservancy, as well as other conservation organizations and all levels of government need to preserve the land that provides a healthier environment, a stable water supply and a better quality of life for us all.

According to Lester Brown, “The return on investment for protecting nature’s services is quite high. As an example, after devastating flooding along the Yantze River in China, the flood control value of a standing tree was determined to be three times the value of a tree cut for lumber. The value of the indirect benefits of protecting land and water resources will be many times higher than the cost of the \$400 million bond issue – and protecting these resources in the first place.”

## **About NJ Keep It Green**

NJ Keep It Green is a coalition of over 130 organizations urging New Jersey citizens to vote Yes on November 3<sup>rd</sup> to continue the Garden State Preservation Trust (GSPT). The Trust includes as its partner the Green Acres Program, which was originally funded by a series of voter-approved bond acts, followed by a ten-year program, the GSPT, which relied on a constitutional dedication of a small portion of the State sales tax.

The program ran dry in 2007. A stopgap \$200 million bond issue was passed by the voters in 2007. Now, two years later, the program is again out of funds.

There is a question is on the November 3<sup>rd</sup> ballot for a \$400 million bonding authorization to carry the program for several more years, while a more stable source of funding is identified and approved. The bond measure will cost \$10 annually per household, or less than \$1 per month.

Without an infusion of new funds preservation at all levels in New Jersey will be severely hampered.

**For more information, please visit [www.NJKeepItGreen.org](http://www.NJKeepItGreen.org).**

## **About D&R Greenway Land Trust**

D&R Greenway Land Trust's mission is to preserve natural lands, farm lands, and open spaces throughout central and southern New Jersey. As we observe our 20th anniversary in 2009, we celebrate the preservation of 21 square miles of open space – an area about the size of Manhattan Island. Through preservation and stewardship of land, we nurture a healthier and more diverse environment and protect our water supply. By creating trails on our preserves, we provide public access to the natural world. The *Johnson Education Center*, our home in Princeton, is a focal point for conservation activity in New Jersey and a place where we work to inspire a greater public commitment to safeguarding our most precious natural resource – our land.

Serving as D&R Greenway's Executive Director since 1997, Linda Mead has received national recognition as a leader in creating the partnerships and orchestrating the complex transactions that lead to preservation success.

**For more information, please visit [www.drgreenway.org](http://www.drgreenway.org).**

## **About The Nature Conservancy**

The mission of The Nature Conservancy is to preserve the plants, animals and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive. Incorporated in 1951, the Conservancy has helped protect and manage more than 119 million acres of land and more than 5,000 miles of river worldwide, maintaining an on-the-ground presence in every state in the U.S. and 30 additional countries. We leverage our science-based approach to tackle threats to biodiversity, from invasive species to climate change.

Active in New Jersey since 1955, the Conservancy has helped to protect over 47,000 acres of important habitat and owns and manages 36 preserves statewide. Barbara Brummer, Ph.D., a lifelong conservationist with an extensive business background, has led the Chapter for the past five years, encouraging the growth of our scientific capacity and raising funds for land protection.

| For more information, please visit [www.nature.org](http://www.nature.org).

### About Lester R. Brown

Mr. Brown is one of the world's most widely publicized authors, with more than 50 books available in some 40 languages. His latest work, *Plan B 4.0: Mobilizing to Save Civilization*, outlines a strategy to “stabilize climate, stabilize population, eradicate poverty and restore the earth’s damaged ecosystems.” He is the recipient of many prizes and awards including, 24 honorary degrees, the United Nation’s Environment Prize, a MacArthur Fellowship and a Blue Planet Prize for “exceptional contributions to solving global environmental problems.”

*Plan B 4.0: Mobilizing to Save Civilization* will be released in October 2009.

For more information, please visit [www.earth-policy.org](http://www.earth-policy.org)

Photos available upon request. Photo caption #1 –

Lester R. Brown speaking at the D&R Greenway’s Johnson Education Center about the importance of land preservation and urging New Jersey voters to **vote YES PUBLIC QUESTION # 1** the Green Acres, Clean Water and Farmland Preservation Act of 2009, on the November 3<sup>rd</sup> General Election Ballot. Pictured left to right are: **Linda J. Mead**, Executive Director, D&R Greenway Land Trust, **Lester R. Brown** author of *Plan B. 4.0: Mobilizing to Save Civilization* and President, Earth Policy Institute, **Scott McVay**, Founding Executive Director, The Geraldine R. Dodge Foundation and **Barbara Brummer**, Executive Director, The Nature Conservancy in New Jersey.

