

NJMC NEWS RELEASE

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FOR IMMEDIATE RELEASE

March 22, 2012



**New Jersey
Meadowlands
Commission**

NJMC Announces Grand Reopening of Tideland Treasures Gift Shop on Friday, March 30

All items 15% Off March 30 through April 1

LYNDHURST, N.J. – The New Jersey Meadowlands Commission (NJMC)’s fully revamped Tideland Treasures Gift Shop will reopen on Friday, March 30, at 10 a.m. with all-new environmentally themed educational games, science kits, birding books, home and garden décor, and more. A Grand Reopening Sale, with all items 15% off, takes place through Sunday, April 1. The store is located in the Meadowlands Environment Center (MEC) in DeKorte Park, the home of the NJMC.

“The new Tideland Treasures includes a wide array of quality, nature-related products for all ages that foster environmental stewardship and better serve the 60,000 people who visit DeKorte Park annually,” said Marcia Karrow, Executive Director of the NJMC. “The Commission is very proud of the upgrades we have made to the store and we invite the public to celebrate our grand reopening and take advantage of our great opening weekend sale.”

The shop’s many appealing items range from jigsaw puzzles, Meadowlands T-Shirts, solar-powered robots and mobiles to beautifully hand-painted bird baths and feeders, offering something for everyone who enjoys and wants to learn more about the amazing natural beauty and wildlife found in DeKorte Park and throughout the Meadowlands District.

All proceeds from Tideland Treasures sales go directly toward funding MEC programming. Some 15,000 students from more than 70 school districts in Northern New Jersey are participating in MEC education programs during the 2011-12 school year. Lessons touch on a range of environmental science disciplines, including ecology, chemistry, biology, physics, natural history and astronomy. In addition, the MEC holds family-friendly environmental education workshops for the general public throughout the year.

DeKorte Park, the home of the NJMC, is a one-square-mile urban oasis of wetlands, tidal pools and scenic views framed by the New York City Skyline. The NJMC and the Bergen County Audubon Society host more than 40 guided bird walks and special nature events year-round at DeKorte Park and other natural areas throughout the region. The Meadowlands District is home to more than 280 avian species alone, including 34 on the State threatened, endangered and species of special concern lists.

The park also features the William D. McDowell Observatory, which includes a research-grade telescope and is open to the public for free on Monday and Wednesday evenings.

Tideland Treasures is open daily from 10 a.m. to 3 p.m. and can be reached at 201-460-2431. Directions to DeKorte Park are available in the “About Us” section of the NJMC’s website, at www.njmeadowlands.gov, or by calling (201) 460-8300.

