

**SOUTH BRONX NONPROFIT ROCKING THE BOAT TEAMS WITH
ECOLOGICAL ARTIST LILLIAN BALL, eDESIGN DYNAMICS, DREXEL UNIVERSITY
AND PROMINENT BUSINESS ABC CARPET & HOME
ON PROJECT TO REDUCE POLLUTION IN BRONX RIVER**

**LOCAL TEENS PLANT 10,000 SQUARE FEET
OF WETLAND AND GRASSLAND**

Tuesday, October 25, 4pm

WHAT:

Rocking the Boat, a Bronx-based boatbuilding and environmental education youth development organization, Lillian Ball, an internationally acclaimed ecological artist, and ABC Carpet and Home, a NYC institution that has taken a leadership role in sustainability, have worked together to conceive, design, and complete WATERWASH ABC, a green infrastructure project that will improve water quality in the Bronx River. The project is located in the backyard of the ABC Carpet and Home Bronx Warehouse and includes a 10,000 square foot wetland and grassland, a picnic area, and interpretive signage, allowing the public to enjoy previously inaccessible space and learn about storm water infrastructure and native habitat restoration. With construction finished in four months at the cost of \$350,000, WATERWASH ABC was completed in a fraction of the time and at a fraction of the cost of comparable projects.

Rocking the Boat

- Rocking the Boat applied for and received Bronx River Watershed Initiative Funding to administer the project and ensure its successful completion
- Following excavation, Environmental Job Skills Apprentices and Program Assistants spent four weeks this summer planting and watering over 8,000 salt tolerant native plants in wetland and grassland habitats
- Environmental Job Skills Apprentices will monitor and maintain the newly constructed wetland and native habitat for one year in conjunction with Drexel University environmental scientists
- Adam Green, Executive Director, Rocking the Boat: "WATERWASH ABC has allowed Rocking the Boat's young people to work with a dynamic team of artists, engineers, and contractors, to design and create something that will have lasting social and ecological impact for the South Bronx community. We are thrilled to have taken a leadership role in such a groundbreaking project."

Ball Studio

- Ecological artist Lillian Ball created the vision for the project and designed the entire site—including the wetland, water features, picnic area and grassland, and permeable recycled glass pathway. The concept is based on the previous and acclaimed public storm water management WATERWASH project in Mattituck, NY, on Long Island's North Fork.
- Ms. Ball worked tirelessly to insure that the project would meet its goals of significantly reducing direct storm water runoff into the Bronx River while opening up new Bronx River public access space, and allowing for community awareness and education around the native Bronx River habitat and storm water infrastructure..
- Lillian Ball: "WATERWASH ABC offers a creative opportunity for the public to learn about the benefits of wetland storm water remediation while enjoying the native plants that improve wildlife habitat."

eDesign Dynamics

- eDesign Dynamics (EDD), a water resources and habitat restoration design firm, was responsible for development of design documents for the project.
- From its engineering perspective, EDD completed the feasibility analysis and hydrologic model that informed the catchment area and wetland sizing to optimize water quality improvements.
- From its habitat restoration perspective, EDD was critical in specifying soil and native species that would provide the greatest habitat value along the Bronx River estuary.

Drexel University

- Under the direction of Franco Montalto, PhD, Drexel University environmental engineers designed the flume that brings water into the wetland and will be monitoring the flow and overall effectiveness of the project over the next two years.

ABC Carpet & Home

- Family-owned company has committed to generously support the project, and is setting a wonderful example for other businesses along the Bronx River

Bronx River Watershed Initiative

- The \$7 million Bronx River Watershed Initiative is the result of a New York State Attorney General's settlement with the City of Yonkers to end its discharges of untreated sewage into the Bronx. The National Fish and Wildlife Foundation administers the fund, earmarked for green infrastructure projects.

Members of the press are welcome to preview the site and interview the main players—Adam Green, Lillian Ball, and Paulette Cole.

WHERE: Behind ABC Carpet and Home Bronx Warehouse Outlet: 1055 Bronx River Avenue, Bronx, NY 10472

WHEN: October 25, 2011, 4pm

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