

# Media Advisory

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**FOR IMMEDIATE RELEASE**

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## **California Businesses Launch Wetland Restoration Partnership** *The Dow Chemical Company Leads Effort*

**WHO:** Governor Christine Todd Whitman, Administrator, U.S. Environmental Protection Agency  
Jerry Jasinowski, President, National Association of Manufacturers (Invited)  
Arnold Allemang, Vice President, Operations, The Dow Chemical Company (Dow)  
Charlie Fischer, President and CEO, Dow AgroSciences LLC

**WHAT:** Corporate Wetlands Restoration Partnership (CWRP) launched to restore California's valuable wetlands.

**WHEN:** November 19, 2002

**WHERE:** Dow's Wetlands Preserve, Pittsburg, California

**BACKGROUND:** California is becoming the seventh state in the country to launch a CWRP program. Corporate dollars raised at the state level leverage federal matching funds. The California CWRP program will help fund habitat restoration projects throughout the state. Funding will be targeted toward a list of priority projects developed by the state and endorsed by Coastal America. Examples of these projects include the restoration of coastal wetlands, fish passage over dams and the re-establishment of eelgrass beds.

The Dow Chemical Company is the CWRP lead corporate sponsor in California. Duke Energy is the national corporate chair of the CWRP, The Gillette Company is the national corporate vice-chair and the National Association of Manufacturers is the national sponsor. CWRP is a program launched by The Gillette Company and the Commonwealth of Massachusetts to restore coastal and freshwater wetlands degraded by fill, pollution, or changes in water flow. The public-private partnership program has been adopted by the federal government as a national initiative.

The Dow wetlands preserve is a 471-acre conservation effort for the protection and enhancement of a 170 acre tidal wetland located on the banks of the San Joaquin River in the San Francisco Bay area. The preserve is managed by a 28-member team of employees and retirees of The Dow Chemical Company (WET Team). Since purchase of the property in 1989, the WET team has focused its efforts towards restoration, education, and formation of partnerships that foster involvement with the community. The preserve won the "2000 Corporate Habitat of the Year" award through the Wildlife Habitat Council, a global non-profit organization that works with corporations to convert unused lands to nature refuges. The award recognized Dow's efforts to create habitat for wildlife species, implementation of an innovative field-based education curriculum that promotes lifelong learning, and by partnering with local organizations to foster stewardship values in the community.