



The Delaware River and Bay Authority NEWS RELEASE

August 9, 2012
For Immediate Release

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Delaware River and Bay Authority Seeks to Rebrand Three Forts Ferry Service *Initiates Public Contest for Ideas to Rename the Service*

(Delaware City, DE) Today, Delaware River and Bay Authority officials, in conjunction with representatives of Fort Mott, Fort Delaware, Delaware City and Salem County, announced the group's intention to rebrand and rename the Three Forts Ferry Service on the Delaware River. Operated by the Delaware River and Bay Authority, the Three Forts Ferry transports passengers from Delaware City, DE to Fort Delaware State Park on Pea Patch Island, and Fort Mott in Salem County, New Jersey.

"Fort Delaware and Fort Mott are jewels on the Delaware River, offering visitors unforgettable living history lessons," said Scott Green, Executive Director of the Delaware River and Bay Authority. "Add in a visit to Delaware City or Salem County, NJ, and see quaint riverfront towns; or discover hiking trails, nature watching, antique and gift shops. See communities that are rich in history and enjoy their restaurants and shops. These are great destinations that more people should experience. We're interested in developing a kinship with these attractions and communities and would like the public's assistance to create a name and brand for the Ferry service that better reflects this entire experience."

Your ideas are welcome! New name submissions must include the following: the proposed ferry name (or name of the service), reason or rationale behind the name submission, and contact information (name, state of residence, email and phone number). Participants may elect to submit pictures or artwork with their submissions, but this is not a requirement. The Authority reserves the right to decide whether to use part or all of any submissions. Ideas must be submitted via email to amgonnella@drba.net no later than September 21st, 2012 to be considered. Members of the Bi-State Coalition will review the submissions and select three finalists who each will receive a \$50 Visa gift card.

The Delaware River and Bay Authority will commission artwork (if necessary) for each of the three finalists. Accompanied by the professional artwork, these names and branding ideas will be posted on the Authority's website where the public may vote for the best concept. The overall contest winner will receive an additional \$250 Visa gift card.

Every year, more than 20,000 people travel on the waters of the Delaware River aboard the Three Forts Ferry service. The Ferry provides a gateway to 19th century history via a round-trip boat excursion to military sites on the Delaware River. Stepping off the Three Forts Ferry onto Pea Patch Island, visitors are transported to a world where guards, officers and prisoners from the Civil War are living in 19th-century Fort Delaware. At Fort Mott, history lovers embark on a self-guided tour of this pre-Spanish American War

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garrison complete with fortifications and interpretive signage. Following your self guided tour of the Fort, take a short walk to Finn's Point National Cemetery, the final resting-place for 2,400 Confederate prisoners who died at Fort Delaware.

About the Delaware River and Bay Authority

The Delaware River and Bay Authority, a bi-state governmental agency created by Compact in 1962, owns and operates the Delaware Memorial Bridge, the Cape May- Lewes Ferry, the Three Forts Ferry Crossing and the Salem Business Centre in Carney's Point Twp., NJ. The Authority also manages corporate and aviation properties through its economic development powers - two airports in New Jersey (Millville Airport and Cape May Airport) and three in Delaware (New Castle Airport, Civil Air Terminal and Delaware Airpark). All agency operating revenues are generated through the bridge, ferry and airport facilities. For more information, visit www.drba.net.