



The Delaware River and Bay Authority NEWS RELEASE

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For Immediate Release

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Cape May-Lewes Ferry Navigates New Waters with Social Media Site Launches

(North Cape May, NJ) – Former Cape May-Lewes Ferry (CMLF) employees have reunited and hundreds of fans have already “friended” the ferry service on its new Facebook and Twitter sites, which CMLF officials officially introduced today. The sites, which can be found at facebook.com/CMLFerry and twitter.com/CMLFerry, were soft-launched last month.

The new social media sites will be used to cultivate relationships with fans of the Cape May-Lewes Ferry, build brand awareness, and help promote events, ticket packages and tourism opportunities in the Cape May, NJ, and Lewes, DE, region. These sites will also be used to keep the traveling public informed of any adverse weather conditions, travel delays, marine mammal sightings, and other circumstances that may arise concerning the ferry service and the Delaware Bay region.

“Our Facebook and Twitter sites will permit us to communicate immediately with our fans and followers, while also providing an avenue for direct customer feedbacks and suggestions,” said Heath Gehrke, Director of Ferry Operations. “We want to be where our guests are and many are routinely using social media. We hope these social media tools will help us build positive relationships, enhance customer satisfaction and awareness.”

“We also plan to use the new sites to help promote ferry packages with our local tourism partners as well as events and festivals in the twin capes region,” noted Michael Porch, Marketing Manager for the CMLF. “With today’s budgetary constraints, we are always looking for ways to stretch our marketing dollars without sacrificing results.”

Facebook is a [social networking](#) website launched in February 2004 to connect friends, family, and business associates. The site provides friends of CMLF with a platform to share stories and experiences, connect with other fans of the site, view and upload photos and video, and access information on the latest CMLF activities. Facebook currently has more than 400 million active users worldwide.

Twitter is a free social messaging utility for staying connected in real-time through the exchange of quick, frequent messages, often called “tweets.” Tweets are posts of up to 140 characters displayed on the CMLF’s profile page and delivered to the friends of CMLF who are known as followers. Tweets allow followers to stay updated on all of the latest news and events for the CMLF. Twitter currently has more than 100 million users worldwide.

Tipton Communications, a Newark, Del., and Philadelphia-based employee communications, public relations and marketing agency, created and developed the social media sites for the Delaware River and Bay Authority.

About the Cape May-Lewes Ferry

The Cape May-Lewes Ferry operates year round and has carried more than thirty-five million passengers since its inception on July 1, 1964. In 2009, the ferry service, which connects Victorian Cape May, New Jersey, and historic Lewes, Delaware, transported approximately 325,000 vehicles and nearly 1 million passengers.

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