Capturing them Hook, Line and Sinker...
A Unique Approach...

- to raise awareness
- to instill a sense of personal connection
- to encourage the public to take actions
  - learn more
  - get involved
  - be heard
Thank You Delaware Bay is inspired by California’s “Thank You Ocean” campaign

TYDB is a partnership effort between the Delaware Coastal Programs, The Nature Conservancy and the Partnership for the Delaware Estuary

Funded by a federal grant to the Delaware Coastal Programs by the National Oceanic and Atmospheric Administration (NOAA)
The campaign includes a strong visual logo designed to bring identity and recognition to the initiative.
The logo and the campaign’s slogan – *Delaware Bay Takes Care of Us. Let’s Return the Favor.*

- are used in print advertisements, posters, and public service announcements to promote bay stewardship and direct people to the new website.
The cornerstone of “Thank You Delaware Bay” is the beautifully designed website, www.tydb.org, which serves as the comprehensive “portal” for Delaware Bay information and encourages citizens to take action.
Thank You Delaware Bay invites you to make a difference and enjoy exploring the bay this winter!

In the News...recent articles from local newspapers about the Delaware Bay. Find them here.

See our NEW Ads and Video thanking Delaware Bay for the Heritage, Meal, and Vacation! See them here.

Tributes to the Bay - Come see who is thankful to the Delaware Bay through featured photos and artwork each month!

The Delaware Bay is an irreplaceable gift of nature that provides food, jobs, recreational opportunities and the natural resources that make our region unique. All of us should do our best to return the favor. Please do your part to help preserve and protect the bay’s health and resources.
Did You Know?

The Delaware Bay has all the qualities of a mid-Atlantic estuary—strong riverine influences near its headwaters and strong oceanic influences where it meets the Atlantic. Large marsh areas dominate the region, with associated narrow beaches and scattered summer home colonies. These natural resources provide numerous recreational opportunities. Situated along the Atlantic Flyway, the Delaware Bay coast has become a well-known, ideal destination for birders. The vast salt marshes rimming the coast serve as outdoor environmental laboratories for studying and observing nature. Throughout the bay region, a wide variety of ponds and interlacing streams provide exploration opportunities for canoeists and kayakers. Hunting, boating and fishing have long been popular pastimes for residents and visitors.

The area is home to several state parks, wildlife areas, fishing access areas, and four national wildlife refuges that offer recreational experiences in a variety of natural settings. Many of the state wildlife areas are situated along the coast. Bombay Hook, Prime Hook, Supawna Meadows, and Cape May national wildlife refuges also lie along the coast, protecting and providing the public access to marsh environment.

The Bay’s historic role in the nation’s defense is reflected in the architecture and activities at Fort Delaware, Fort DuPont, and Fort Mott state parks. In addition to the living history programs at the restored fort on Pea Patch Island, Fort Delaware State Park provides another mecca for birders at the Pea Patch Island Heronry, encompassed within the park’s 287-island acreage. Visitors to an observation deck often catch a glimpse of nesting great blues or other wading birds.

What You Can Do
The website enables visitors to Experience the Bay by learning more about the bay and exploring the bay’s places – its wildlife refuges, nature centers, museums, cultural sites and more.
Learn More!

Experience the Bay

Hunting

- Guides, seasons and maps in Delaware
- Guides, seasons and maps in New Jersey

Fishing & Crabbing

- Guides and licenses in Delaware
- Size, season and creel limits in Delaware
- Guides and licenses in New Jersey
- Places to fish in New Jersey

Boating, Kayaking & Canoeing

- Access sites in Delaware
- Access sites in New Jersey

Hiking, Biking & Watching Wildlife

- Delaware Birding Trail
- Delaware State Park Trails
The website provides a place where citizens can Get Involved by encouraging visitors to take a pledge to commit to actions at home, work, school and in their communities to protect the bay.
Get Involved

**Take the Pledge**
Get Your Pledge Form Here.

*What are you willing to do to help the bay?*

- At Home
- At Work
- At School
- In Your Community
- While Shopping

**Join an Organization**

There are many organizations that are helping Delaware Bay in a wide variety of ways every day.

- Audubon Society in Delaware and New Jersey
The website also serves as the place to **Be Heard** by including a page where citizens can learn more about policy work and pending legislations at the local, state, and federal level that affects the bay.
Be Heard
Participate by giving public comment on items of interest to you. You are an important stakeholder – the state and federal government need to hear from you!

By Your Lawmakers

- State of Delaware Legislature
- State of New Jersey Legislature
- United States Congress
- United States Senate

At Public Meetings

- In Delaware
- In New Jersey
  - Environmental Protection
  - Transportation
  - Agriculture

Provide Public Input on Issues and Initiatives Important to the Bay

By commenting at public meetings:

Be relevant. Your comments will be most effective if they pertain to an issue currently being considered by a governmental body. If you are asking for a specific action, make sure the governmental body you are addressing is able to influence or take action on the issue.
Outreach Efforts Phase 1

Real people, not actors, and local Delaware Bay communities featured
Outreach Efforts Phase 2
This year TYDB activities have included:

- TYDB website visited 3,000 times per month on average
- 5 PSA videos and 9 print ads
- TYDB Drawing Contest
- Creating over 7.5 million impressions about the Delaware Bay
Want to get involved with TYDB?

You can....

- Provide information for the website
- Upcoming Events where TYDB should be
- Link to TYDB website from your website
- Assist in getting PSAs on the air
- Assist in getting Print Ads in the papers
- Fund new print ads/video
Questions?
Visit www.tydb.org