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NEWS RELEASE

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Nonprofit's Website Combines Activism, Social Media in Support of Delaware River

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WILLIAMSTOWN, N.J., June 10, 2010 — Activism, preservation and social media combine in a new website designed to help a nonprofit organization call attention to the plight of the mighty Delaware River.

Delaware Riverkeeper Network, an advocacy group established in 1988, engaged Adamus Media of Williamstown to develop an all-encompassing website to help it further its mission of protecting the Delaware River Watershed. The site, www.delawariverkeeper.org, offers a breadth of information and resources for environmentally conscious visitors, and delivers it all in a visually appealing, simple to navigate format.

"As nonprofit websites go, the Delaware Riverkeeper Network's site is pretty decked out. And it's as user-friendly as it is useful and informative," says Sylwia Majewski, president of Adamus Media and project leader on the website. "The Delaware is such an important resource and part of the eco-system of this region, as well as a prominent fixture in our culture, so our excitement and challenge came in translating all that to this website."

At delawariverkeeper.org, visitors will find video, history, and facts about the river and its many tributaries. They can then donate to the cause, get up to date on issues currently affecting the river and

watershed, find templates for letters to their local newspaper or congressman, buy merchandise –including four macramé bracelets with the word "River" woven in for \$10 – and become a member or volunteer of the organization.

They can also become instant activists: one tab lets them report a polluter or company, project or program that's threatening the health of the watershed area. A toll-free "Pollution Hotline" appears at the top of every page. Visitors can also share the website and their own thoughts via Facebook, Twitter, Digg and a host of other social networking sites and web portals, and subscribe to an RSS feed.

"This site offers concerned citizens everything they could want to take an active – or, if they prefer, a more passive – role in the preservation of the Delaware River Watershed, and simultaneously serves as an appreciation of this extraordinary resource," says Maya K. van Rossum, the Delaware Riverkeeper. "Adamus Media created a winning site that's both informative and fun to explore."

To learn more about Delaware Riverkeeper Network, visit www.delawareriverkeeper.org. To report pollution, call 800-8DELAWARE (833-5292).

Adamus Media, headquartered in Williamstown, N.J., offers advertising marketing and communication services starting from brand design, web design, application development and e-commerce, to interactive and rich media along with online marketing. The firm's resources include writers, photographers, graphic and web designers, marketing and public relations specialists, interactive media designers and animators.

Contact Adamus Media at info@adamusmedia.com or call 856-728-6100.