



# Press Release

## **For Immediate Release**

**Contact:** Marsha Samuel at  
**732-872-1300 ext. 15 or email**  
[msamuel@njmsc.org](mailto:msamuel@njmsc.org)

## **Science Sets Stage for Best Beach Survey**

(Sandy Hook, NJ)... The New Jersey's Top Ten Beaches Survey, launched in February by the New Jersey Marine Sciences Consortium (NJMSC), New Jersey Sea Grant, the Richard Stockton College Coastal Research Center and the New Jersey Division of Travel and Tourism, is one step closer to determining which beach is New Jersey's best. Co-creator of the Survey, Dr. Stewart Farrell, Professor of Marine Science at Richard Stockton College, and his team of researchers at the College's Coastal Research Center, have completed compiling the data that will be part of the formula used to calculate the winning beaches.

"Since 1986, we've monitored 100 Jersey Shore beach sites on the Raritan Bay, the Atlantic Ocean coastline and the Delaware Bay, visiting each site once in the fall and once in the spring. We photograph the beaches and dunes at each site, and get a topographic profile of the dune, beach and seafloor to a depth of about 12 feet, taking note of any significant condition or geologic changes taking place. This information is used to calculate and graphically present sand volume changes and advance or retreat in the shoreline, plus

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compute sand reserves retained in the dunes,” said Farrell. While the data obtained is typically utilized to provide regional information on coastal zone changes and long term trends for the New Jersey Beach Profile Network (NJBPN), this year it will also put a scientific spin on the Best Beach Survey by supporting public opinion voting with more objective data.

Although Farrell’s data comprise part of the results, beachgoers ultimately have the final say in which beach walks away with bragging rights for New Jersey’s top beach. Voting on the survey’s website, [njtoptenbeaches.org](http://njtoptenbeaches.org), will run through the end of April, giving residents and visitors to the Jersey Shore a final opportunity to vote for their favorites. Results of the Survey will be announced at NJMSC’s Annual New Jersey State of the Shore Media Event on Thursday, May 22nd at The Seagull’s Nest on Sandy Hook. Beach communities winning in each of the various categories (Ecotourism, Family Vacation, Tourism, Events and Top Ten Beach overall) will receive a commemorative sign denoting the honor.

The New Jersey Marine Sciences Consortium is an affiliation of colleges, universities and public sector groups dedicated to advancing greater knowledge of New Jersey’s marine and coastal environment. NJMSC meets its mission through innovative research, education and outreach designed to address coastal sustainability and ecosystem health, sustainable fisheries and aquaculture, marine technology, science-based management and science literacy. For more information about NJMSC and its activities, visit [www.njmssc.org](http://www.njmssc.org).

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