



Thank You Delaware Bay invites you to experience all the beauty and amenities Delaware Bay has to offer. We encourage you to celebrate its diverse resources and embrace the delicate ecological balance between man and the bay.

The 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.

In recognition of all that Delaware Bay provides, the Delaware Department of Natural Resources and Environmental Control, Division of Soil & Water Conservation, Delaware Coastal Programs, the Nature Conservancy and the Partnership for the Delaware Estuary partnered to develop and implement a new baywide awareness campaign - Thank You Delaware Bay inspired by the Thank You Ocean Campaign in California.

The goal of the Thank You Delaware Bay campaign is to instill in Delaware Bay residents and visitors a sense of personal connection and responsibility to our bay and coastal waters and calling for them to take action.

The campaign message "Delaware Bay takes care of us. Let's return the favor." has been featured in 30-second television video spots and print ads that focus on the tangible resources that the bay provides to us, such as jobs, food, and recreation. By making these connections real to everyone, it is designed to spur citizen involvement and activity to help protect the bay's health and resources.

The campaign messages engage citizens in bay stewardship and direct them to the campaign web site www.ThankYouDelawareBay.org that lists action items and serves as a "portal" to Delaware Bay information on many other web sites including how to learn about and where to experience the bay, the impacts of daily decisions on bay life, bay conservation issues, and what to do to help the bay.

Delaware Bay is an exceptional estuary of unique resources. This rich estuarine ecosystem is a critical component of the economic well being of the region, supporting industry, fishing, transportation, natural resources, and recreation and is home to millions of people. The bay contributes significantly to the economic, recreational, and cultural resources of the region. Now, it is our turn.

Delaware Bay takes care of us. Let's return the favor.