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**Delaware Riverkeeper Network Launches Media Campaign
Demanding the Truth about Natural Gas Drilling and Fracking**

Philadelphia, PA - Delaware Riverkeeper Network today launches a media campaign to counter industry's well-financed promotion of natural gas. It aims to heighten awareness about the negative impacts that natural gas drilling will have on drinking water and our region's natural resources and what this will mean to this generation and generations to come.

"Energy companies are pushing natural gas as a panacea that will fulfill America's energy needs, solve global warming and make us independent from foreign oil. This must be exposed as hog wash and the truth must be told," said Maya van Rossum, the Delaware Riverkeeper.

"Have you seen those fancy advertisements that claim natural gas is clean and sustainable? In fact fracked gas is filthy and inevitably causes water, air and land pollution, as is proven by the degradation of community after community throughout the Marcellus Shale region. And the newest science shows that it is as bad or worse than oil and coal in causing global climate change," said van Rossum.

Industry is trying to wish away the egregious problems that accompany natural gas drilling and fracking; DRN is investing in this major campaign to spread the truth and provide avenues for people to take the actions needed to stop the pollution and degradation from coming to the Delaware River Watershed, water supply for over 15 million people in Pennsylvania, New York, New Jersey and Delaware and one of America's most treasured Wild and Scenic Rivers.

"For three years, I have been traveling through Bradford and Susquehanna counties in northeast Pennsylvania to see the real impact of drilling for myself. So, when Delaware Riverkeeper Network asked me to create a media campaign to alert people in the Philadelphia region about the gas industry's plans to bring this drilling to the Delaware River Watershed I jumped at the chance to condense all I have experienced into iconic messaging that would get

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people's attention and directly link them to actions they can take to stop fracking", said Michael Lebron, media consultant.

Generous private donations are supporting this one month outdoor billboard and public bus and subway platform placard campaign. Those contributions will keep it going.

The billboards can be seen on Interstate 95 near the Betsy Ross Bridge and southbound leaving Philadelphia on I-95. Placards will also appear on Center City public buses and on the subway platforms at 34th St. Cecil B. Moore stations and Spring Garden. The advertisements provide a website address to DRN's new dedicated website www.frackattack.org where a link is provided to an action alert targeted at the voting members of the DRBC, calling for them not to approve the inadequate regulations they have proposed, to keep the current gas drilling moratorium in place, and to immediately conduct essential environmental studies, including a cumulative impact analysis.

Philadelphia was chosen for the launch due to proximity to the Delaware River Basin Commission (DRBC) Public Meeting at the War Memorial in Trenton scheduled for November 21 where the DRBC Commissioners will consider adoption of proposed natural gas regulations, which would lift the current moratorium on gas drilling in the DR Basin. The DRBC is a federal/interstate agency made up of five voting members - the Governors of New York, New Jersey, Delaware and Pennsylvania and the Army Corps of Engineers, the federal representative. The DRBC is responsible for protecting the water resources of the Delaware River Basin and to protect the drinking water of over 15 million people, including Philadelphia, New York City and millions of people in the four watershed states. Over 200,000 acres of land has been leased for gas development in the Upper and Middle Delaware River Watershed.

DRN is working to fund a television advertisement on the theme depicted in the outdoor campaign: today's generation taking action now to protect our water and the health of the Delaware River Watershed's future children.

For more information on gas drilling and fracking go to: www.delawariverkeeper.org

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