

State of New Jersey

Governor Phil Murphy

First Lady Tammy Murphy and Department of Environmental Protection to Launch Social Media Campaign to Promote Environmental Protection Tips

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TRENTON – New Jersey First Lady Tammy Murphy and the New Jersey Department of Environmental Protection are launching #GoGreenNJ, a social media campaign to promote simple tips that New Jerseyans can do at home to help protect the environment and reduce the impacts of climate change.

The First Lady will promote weekly environmental protection tips on issues such as conserving water, saving energy, and recycling to encourage others to preserve our natural resources.

"Everyone can do their part to help move New Jersey forward on a path to clean energy and sustainability," **said First Lady Murphy**. "This new campaign is designed to remind the public that everything we do, from the actions we take in our homes and offices to the highest levels of government, can have a positive and significant impact on the health of our families, communities, and the environment. We owe it not only to ourselves, but to the next generation as well."

"The First Lady's commitment to protecting our environment is unwavering," **said Catherine R. McCabe, Commissioner of the Department of Environmental Protection**. "The #GoGreenNJ campaign is a great way to remind everyone of the very simple things they can do each day that will go a long way in reducing the harmful impacts of climate change and improving New Jersey's quality of life."

With a combined 120,000 followers on Twitter and Facebook between the First Lady and the DEP, the campaign's messages are likely to go a long way in encouraging New Jerseyans to think differently about environmental protection.

Improving and enhancing New Jersey's environment is one of First Lady Murphy's key policy initiatives, with a focus on reducing the impacts of climate change. She is the secretary and a charter member of former Vice President Al Gore's Climate Reality Action Fund and has worked with many think tanks and organizations on issues such as the environment, health care, education, family services, the arts, and trans-Atlantic relations.

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Office of Governor PO Box 001
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609-292-6000

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