

Get Ready to Join the 60 Day Campaign!

Essex Heritage looks for your active participation as it joins its sister Heritage Area organizations across the country in a comprehensive public awareness initiative in May and June. A "60-Day Campaign" using the banner and tagline above will be used to gain public support for results achieved, building grass-roots recognition of Heritage Area work and culminating with a Capital Hill rally in June to urge Congressional support of key Heritage Area priorities. In the next few weeks, Essex Heritage partners, volunteers and friends will be asked to demonstrate their support by snapping photos, writing letters or even attending a local rally.

The slogan, National Heritage Areas: Smart, Green and Working" is an excellent synopsis of the national heritage area movement. Not only do we engage in smart growth

practices, we also are a smart model for public/private partnerships that leverage diverse investment into locally driven initiatives. Heritage Areas are "green" through their efforts to protect and build stewards of our nation's natural resources while also utilizing those resources as venues for our regions' economic growth and vitality. And we're "working" successfully to build coalitions, provide education on best practices, ultimately creating jobs."



National Heritage Areas:
Smart, Green & Working!