

For Immediate Release
May 18, 2007

Contact: Larry Farnsworth
(202) 232-6574
lfarnsworth@crosbyvolmer.com

East Beach Named One of America's Top Restored Beaches

East Beach in Norfolk Contributes to Revitalized Community

Fort Myers, FL – On the eve of the summer beach season, the American Shore and Beach Preservation Association (ASBPA) named East Beach in Norfolk, Virginia as one of America's Top Restored Beaches. East Beach received the award following successful efforts by local, state and national authorities to nourish the beach with 5,400 linear feet of new sand.

“In a City with 140 miles of waterfront, Norfolk's seven and one half miles of Chesapeake Bay shoreline is our greatest natural asset, and our investment in beach nourishment pays off every year as private investment in neighborhood homes, businesses and recreational activities exponentially grows,” said Norfolk Mayor Paul Fraim. “We invested in East Beach, and private developers and homebuyers created the \$400-million East Beach community – a national hallmark of New Urbanism.”

The distressed East Beach shoreline section of Norfolk had deteriorated into slum-like conditions that were the result of interruptions such as littoral drift, which occurs when sediments are moved to another part of the shoreline by wind and waves. Through the coordination of the U.S. Army Corps of Engineers, The Virginia Port Authority and the neighborhoods of East Beach, Bay Breeze Point and Bay Oaks, the 5,400 linear foot beach was restored with channel material and 357,000 cubic yards of sand. Breakwaters were constructed to make the community of East Beach a more vibrant and welcoming community. Since the project was completed, East Beach was also recognized as Community of the Year by the local Tidewater Builders Association.

“The Top Nourished Beach award was created in 2001 as a way of highlighting nourished beaches,” said Mayor Harry Simmons of Caswell Beach, N.C. and President of ASBPA. “As Americans begin to flock to our nation's coastline during the upcoming beach season, most beach-going Americans don't even realize they may be enjoying a nourished beach.”

Beach nourishment – the process of placing sufficient quantities of beach quality sand on eroding beaches to combat erosion – began occurring in the United States over 40 years ago in coastal communities on the East, West and Gulf Coasts. America now has over 370 nourished beaches, including Miami Beach; Coney Island, N.Y.; Waikiki and Venice Beach, Calif. Studies have shown that each dollar spent on beach nourishment generates an additional four to five in taxpayer benefits.

The Top Restored Beaches were chosen based upon three criteria: the economic and ecological benefits the beach brings to its community; the short and long-term success of the nourishment project; and the

- MORE -

challenges each community overcame during the course of the project. In addition to Each Beach, the 2007 winners included: Chaland Headland Restoration Project, La.; Surfside-Sunset Beach in Orange County, Ca.; Collier County Beaches, Fla.; Perdido Pass, Ala.; West Hampton Dunes, Long Island, N.Y.; and Folly Beach, S.C.

For more information about ASBPA, to schedule an interview with Harry Simmons or to obtain photos, please contact Larry Farnsworth of Crosby-Volmer International Communications at lfarnsworth@crosbyvolmer.com.

ABOUT ASBPA: Founded in 1926, the American Shore and Beach Preservation Association represents the scientific, technical and political interests along the coast in an effort to shape national research and policy concerning shore and beach management and restoration. ASBPA strives to engage in a factual debate on coastal issues and economics that will foster sound, far-sighted and economical development and preservation of our beaches; thereby aiding in placing their beliefs within the reach of the largest possible number of people in accordance with the ideals of a democratic nation. For additional information about ASBPA, please visit www.asbpa.org.

###