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## New Balance again will pay to clear snow from Charles River paths

Posted by Matt Rocheleau January 25, 2012 10:31 AM

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(New Balance / DCR)

New Balance and the Department of Conservation and Recreation will also hang inspirational banners along the river, like the one above, to encourage runners to keep moving.

By Matt Rocheleau, Town Correspondent

For the third straight year, a Boston-based footwear manufacturer has partnered with public officials to help provide city residents a place to run, walk and jog outdoors throughout winter without soaking their shoes in snow.

This year's wimpy winter has required little cleanup so far. Nonetheless, New Balance has pledged to help fund whatever snow removal efforts might be needed this winter along 17-plus miles of Charles River basin pathways, which span from the Museum of Science in Cambridge to the Galen Street Bridge in West

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watertown, are used by hundreds of people daily and are overseen by the state's conservation department, according to a joint press release from both state and shoe company officials.

This year, [as it did last year](#), the athletic shoe maker has made a \$20,000 contribution.

Removing snow from the paths each winter costs, on average, around \$10,000, the amount New Balance provided to the state in the initiative's inaugural run in 2010, a spokeswoman for the Department of Conservation and Recreation said last year. The contributions have allowed for public funding typically allocated for snow clearing to be used elsewhere within the department, including investing in new snow-removal equipment.

"New Balance's continuing support of DCR's snow and ice removal efforts along the Charles River has been a model partnership for the Commonwealth," said a statement from conservation department commissioner Ed Lambert. "Our shared interest in providing healthy and safe outdoor recreation opportunities will enhance the park experience for Massachusetts residents and visitors. Together, we can give the hundreds of people who use DCR's Charles River Reservation paths a better place to walk, run, and enjoy in each season."

Following the state's normal priorities, snow removal will be performed by the state department within 24 hours after the end of each storm, officials said.

Runners are still urged to use caution since water protection regulations limit the salting and sanding measures that may be taken because the pathway routes run in close proximity to the river bank, according to the announcement.

The renewed partnership officially took effect over the past weekend, when the state conservation department had to clear several inches of snow after a storm on Saturday.

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