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## **EARTH AND SEA PROJECT MAKING WAVES IN HAWAII**

Kihei, HI. February 27, 2008 – The Office of the National Marine Sanctuary Program and the National Oceanic and Atmospheric Administration (NOAA) announce a ground-breaking partnership with television stations KHNL and KFVE (K5) in Honolulu, HI. *The Earth and Sea Project: Going Green in Hawaii* is a year-long series of environmental reports on KHNL News 8 and K5 News.

*The Earth and Sea Project* focuses on local environmental preservation and protection. Hot topics include sustainability, global warming and specifically what individuals, government agencies, non-profit organizations and corporations are doing to repair and enhance the environment on land and in the ocean.

Allen Tom, the Pacific Islands Regional Director for the National Marine Sanctuary Program, is proud of this exclusive partnership. “In the history of NOAA and the Sanctuary program, it is unprecedented for a news organization to make a commitment to environmental coverage of the scope, breadth and depth of The Earth and Sea Project,” said Tom.

“During the month of February, KHNL and K5 kicked off the Project with stories on saving our Pacific coral reefs, protecting ocean life and how Hawaii’s community groups are actively working to preserve our precious environment,” added Tom.

KHNL/K5 Executive News Director Dan Dennison commented that partnering with NOAA and National Marine Sanctuaries is already leading to unparalleled access to resources, expertise and content.

“While the support and partnership of the federal agencies lends great credibility to the project, story ideas and content will also come from conservation organizations and individuals involved in front-line environmental projects and efforts,” Dennison said.

In addition to weekly *Earth and Sea Project* reports, KHNL is producing a series of vignettes highlighting steps people can take to help protect Hawaii’s fragile terrestrial and ocean environment and is planning two half-hour special reports in 2008.

Scheduled weekly *Earth and Sea Reports* air on *KHNL News 8 Today* on Wednesdays between 5 a.m. and 7 a.m. with a replay Wednesdays at 10 p.m. Other reports air on all seven of KHNL/ K5’s daily newscasts.

The National Marine Sanctuary is proud of unique partnerships with different organizations, such as KHNL-TV and Outrigger Hotels, who are supporting the International Year of the Reef with a number of special projects.