

2008 International Year of the Reef

Proposed Activities

Activity Objective: Increase Awareness

Target Audience:

- Students
- General Community

→ → → **Community
Engagement**

Audience: Students

Ongoing:

- Environmental Expo
- Build A Castle, Save A Reef
- School Presentations

Proposed:

- Bookmarks
- Book Covers
- Bus Stop Mural
- Puppet Show
- Children's Book
- Eco-Camp (10-12 yrs)

Audience: Community

- Public Forums (Quarterly)
- Guinness World Record:
Largest Dive Cleanup
- Coral Car
- TV and Radio PSAs
- Press Releases &
Newsletters (Ongoing)



Increase Awareness

→ → → Community Engagement

Thank You

Questions?