



IYOR 2008

INTERNATIONAL YEAR OF THE REEF

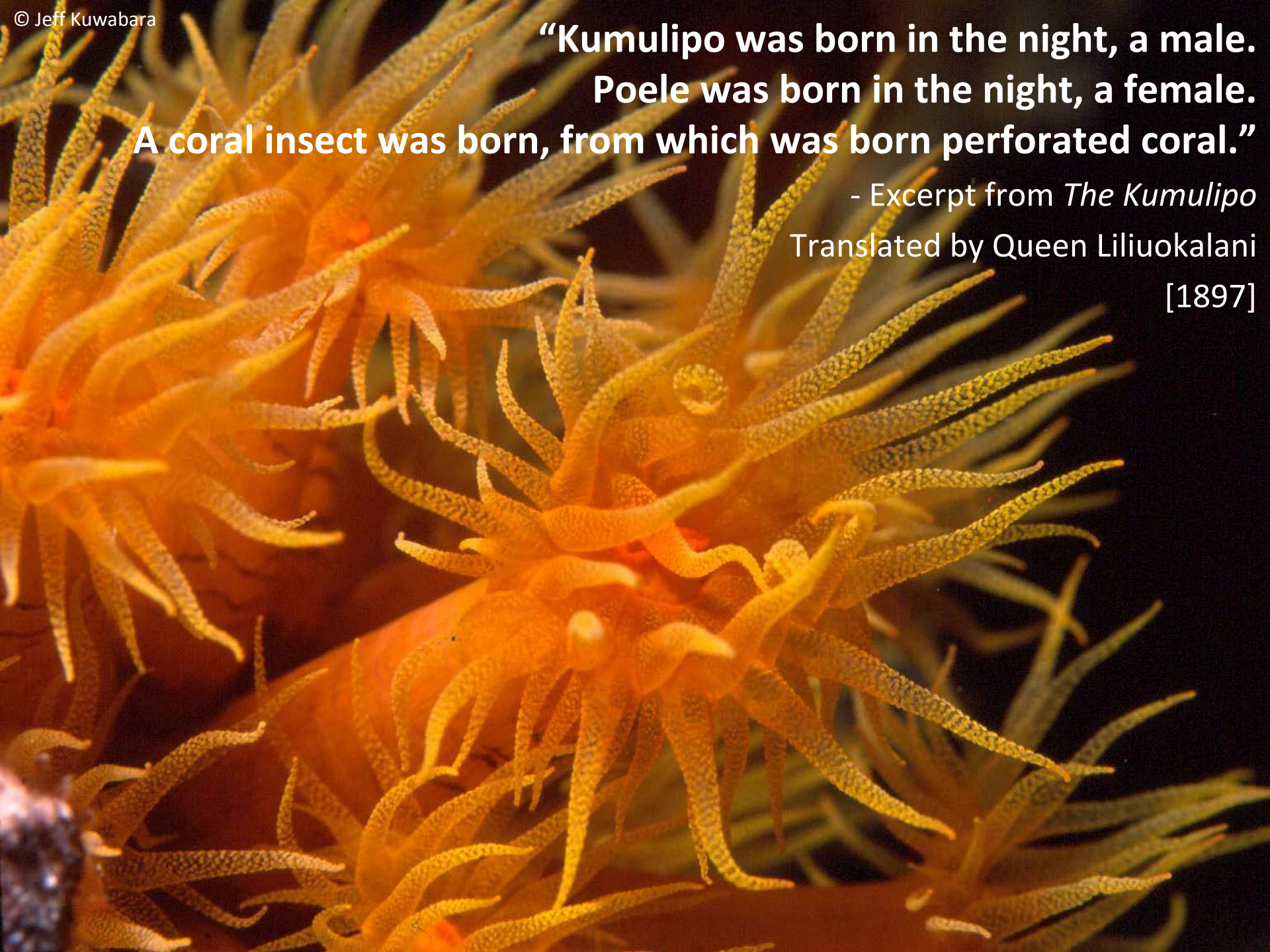
OLA NĀ PAPA I PŪLAMA 'IA ~ CHERISH THE LIVING REEFS

**“Kumulipo was born in the night, a male.
Poele was born in the night, a female.
A coral insect was born, from which was born perforated coral.”**

- Excerpt from *The Kumulipo*

Translated by Queen Liliuokalani

[1897]



WE NEED YOUR HELP TO SAVE THE REEFS. HERE'S WHAT YOU CAN DO:

- Chemicals from fertilizers and cleaning products feed invasive algae that can smother and kill coral reefs. Use organic fertilizers and biodegradable detergents.
- What's on land today will be on our reefs tomorrow. Even green waste washing down streams and storm drains can smother coral reefs. Keep yard waste and debris out of storm drains and waterways.
- Fish keep the reef healthy. Take only the fish you need and leave the rest for tomorrow.
- Walking on or touching corals will hurt these living animals that eat, grow, and reproduce. Enter the ocean through sandy areas and float over corals from a safe distance.



- Outreach campaign used targeted action messages at entertainment and educational events, in printed materials, and at various community stewardship events.

Ola nā papa i pūlama 'ia
Cherish the living reefs

2008
**INTERNATIONAL
YEAR OF THE REEF**
Hawai'i

Our reefs in Hawai'i have enormous natural and cultural value and contribute more than \$350 million annually to the state's economy. *Protect our coral reefs for future generations.*

IYOR 2008 is a worldwide campaign to raise awareness about the incredible value of coral reefs, the threats to their health, and the ways in which every individual can help to preserve this precious resource.

**WE NEED YOUR HELP TO SAVE THE REEFS.
HERE'S WHAT YOU CAN DO:**

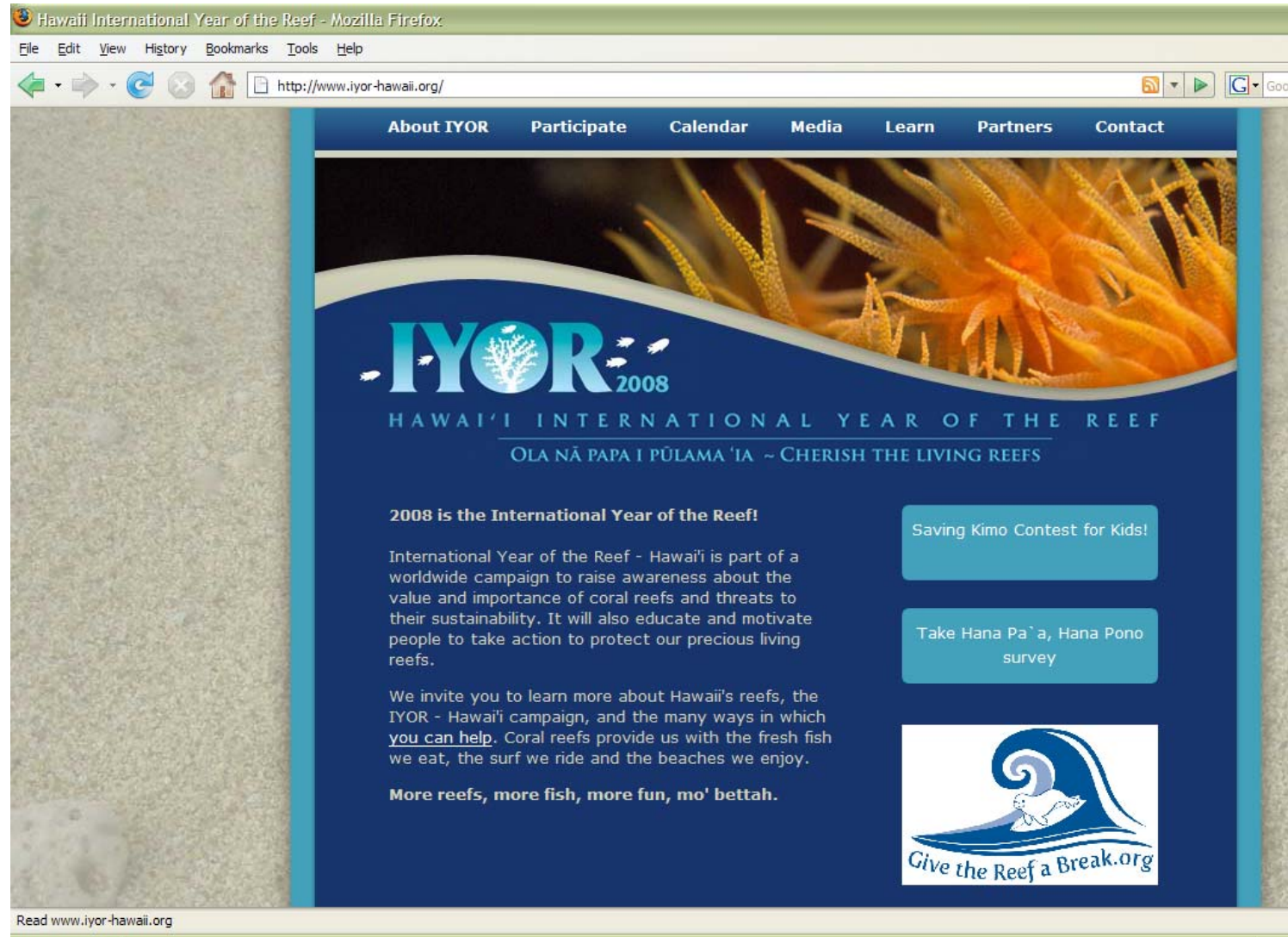
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OLA NĀ PĀPA I PŪLAMA 'IA - CHERISH THE LIVING REEFS

FIND OUT MORE ON LINE AT WWW.IYOR.HAWAII.ORG

Official website created by NOAA Coral Reef Conservation Program in partnership with the Office of Ocean and Coastal Management.

Website with educational information and calendar of events



The screenshot shows a web browser window with the title "Hawaii International Year of the Reef - Mozilla Firefox". The address bar displays "http://www.iyor-hawaii.org/". The website's navigation menu includes "About IYOR", "Participate", "Calendar", "Media", "Learn", "Partners", and "Contact". The main content area features a large image of a yellow sea anemone. Below the image is the "IYOR 2008" logo, which includes a coral reef icon. The text reads "HAWAII INTERNATIONAL YEAR OF THE REEF" and "OLA NĀ PAPA I PŪLAMA 'IA ~ CHERISH THE LIVING REEFS".

2008 is the International Year of the Reef!

International Year of the Reef - Hawaii is part of a worldwide campaign to raise awareness about the value and importance of coral reefs and threats to their sustainability. It will also educate and motivate people to take action to protect our precious living reefs.

We invite you to learn more about Hawaii's reefs, the IYOR - Hawaii campaign, and the many ways in which you can help. Coral reefs provide us with the fresh fish we eat, the surf we ride and the beaches we enjoy.

More reefs, more fish, more fun, mo' bettah.

Buttons for "Saving Kimo Contest for Kids!" and "Take Hana Pa`a, Hana Pono survey" are visible. At the bottom right is the logo for "Give the Reef a Break.org", which features a blue wave and a white surfboard with a person riding it.

Read www.iyor-hawaii.org

www.givethereefabreak.org



2008
OLA NĀ PAPA I PŪLAMA 'IA
Cherish the Living Reefs
MAUI NUI

Weekly educational tables



Courtesy of Liz Foote

Maui Reef Night

- Poster contest
- Alien fish cook-off
- Entertainment and more



Presence at various events including ICRI Conference



Courtesy of Kuhea Paracuelles

And so much more...

- Reusable bag campaign with “Top Ten” to save the reef
- Invasive species spearfishing tournament
- Radio PSA series
- Improved relationship with cruise industry



We hope that this year, the International Year of the Reef, is energizing us all to tackle threats to coral reefs in the coming decade that will be so critical for corals and for us.



Mahalo!