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**Wild dolphin conservation program welcomes new Southwest Florida tour business**  
*Captain Brian Holaway is recognized as Dolphin SMART*

NOAA Fisheries Service and its partners welcome [Captain Brian Holaway](#) to Dolphin SMART - a unique wild dolphin conservation program. Dolphin SMART is a program that awards annual recognition to tour operators who responsibly view wild dolphins and educate their patrons on dolphin conservation. Captain Brian Holaway operates a charter out of Captiva, Florida, specializing in shelling, nature photography, and natural history.

"We are pleased to have Captain Brian Holaway as part of Dolphin SMART," said Grant Craig, NOAA Fisheries Service's Southwest Florida Dolphin SMART coordinator. "His tours promote ethical and sustainable viewing of wild dolphins ensuring important dolphin behaviors such as nursing or feeding are not disturbed."

Viewing dolphins from a responsible distance is a cornerstone of the Dolphin SMART program. According to scientists, close viewing of wild dolphins may disrupt important natural behaviors resulting in negative impacts to the health of dolphin groups and their young. Advertising only natural wild dolphin behaviors is another important feature of the program; rather than showing close human interactions that may disrupt important behaviors.

"I am proud to be associated with Dolphin Smart," said Brian Holaway, charter captain and guide, "I look forward to educating children as well as adults about the marine mammals that inhabit the Southwest Coast of Florida."

Captain Brian Holaway is one of 13 Dolphin SMART recognized operators in Florida, Alabama, and Hawaii. NOAA encourages visitors to Southwest Florida, the Florida Keys, Alabama, and Hawaii to "look before you book" and support wild dolphin conservation by patronizing a Dolphin SMART business. Vessels of participating businesses carry a Dolphin SMART flag and decal with the current calendar year. Each year, participants are evaluated to ensure they continue to meet program standards. A list of Dolphin SMART businesses is available online at <http://www.dolphinSMART.org>.

The Dolphin SMART program was developed by NOAA's Fisheries Service and Office of National Marine Sanctuaries, Whale and Dolphin Conservation Society, and Dolphin Ecology Project. The acronym "SMART" is a reminder of the basic principles of dolphin viewing etiquette:

- **Stay** at least 50 yards from dolphins,
- **Move** away slowly if the dolphins show signs of disturbance,
- **Always** put your vessel engine in neutral when dolphins are near,
- **Refrain** from feeding, touching, or swimming with wild dolphins,
- **Teach** others to be Dolphin SMART.

NOAA understands and predicts changes in the Earth's environment, from the depths of the ocean to the surface of the sun, and conserves and manages our coastal and marine resources. Visit <http://www.noaa.gov>.

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On the web:

Dolphin SMART: [www.dolphinmart.org](http://www.dolphinmart.org)

NOAA Fisheries Service, Southeast Regional Office:

<http://sero.nmfs.noaa.gov/pr/mm/dolphins/bdconservation.htm>

NOAA Office of National Marine Sanctuaries: <http://sanctuaries.noaa.gov>

Whale and Dolphin Conservation Society: [www.wdcs-na.org](http://www.wdcs-na.org)

Dolphin Ecology Project: <http://www.dolphinecology.org>

Don't Feed Wild Dolphins: [www.dontfeedwilddolphins.org](http://www.dontfeedwilddolphins.org)