

PAPAHĀNAUMOKUĀKEA



PRESS RELEASE

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Respecting Hawai‘i’s Coral Reefs, One Sign at a Time

(Hilo, HI) Educating visitors and residents about coral reef etiquette is a constant challenge and a constant process. Hawai‘i County’s popular Richardson Park is the latest location to sport “Adopt a Sign” reef etiquette signs. The National Oceanic and Atmospheric Administration, the Office of National Marine Sanctuaries, and the National Marine Sanctuary Foundation funded the installation of two 36” X 24” full color laminate “Respecting Coral Reefs” signs at Richardson Park. The signs intended to be placed anywhere people can benefit from reef etiquette tips, teaches visitors and residents how they can respect and help protect delicate coral reef ecosystems. Richardson Park is one of Hilo’s most heavily used parks and contains its healthiest coral reef. The signs tell people that corals are alive, fish don’t need feeding, and encourage them to respect marine life by keeping their distance from wildlife and by not touching, kicking or stepping on reefs. The “Respecting Coral Reefs” signs include a large, full color photograph of a healthy reef with a half dozen photo insets highlighting some commonly seen corals and endemic fishes. Terry Miura, the Aquatic Program Assistant for the County of Hawai‘i, said "I have waited for years for something like this."

The signs were designed by: Liz Foote the Executive Director of Project S.E.A.-Link and the Hawai‘i Field Manager of CORAL; Megan Webster, the Makai Stewardship Coordinator, Maui Land & Pineapple Co., Inc; Russell Sparks, the Education Specialist for the Hawai‘i Division of Aquatic Resources; and Geoff Moore of Silver Moon Art and Design. Photographs were donated by Mike Roberts, Brandoch Calef, Heather Spalding, John Hoover, George Balazs, Ziggy Livnat, Russell Sparks, and Liz Foote.

Papahānaumokuākea is cooperatively managed to ensure ecological integrity and achieve strong, long-term protection and perpetuation of Northwestern Hawaiian Island ecosystems, Native Hawaiian culture, and heritage resources for current and future generations. Three co-trustees – the Department of Commerce, Department of the Interior, and State of Hawai‘i – joined by the Office of Hawaiian Affairs, protect this special place, which is now being considered for inscription as a UNESCO World Heritage Site. For more information, please visit

www.papahanaumokuakea.gov

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