

Hawaii

Planned Involvement in International Year of the Reef 2008



Ideas for Implementation



- ◆ Partner with main international events such as Iron Man, Kokua Festival and Aloha Run
- ◆ Weekly article in newspapers with contributions through 2008 (365 days of reef facts)
- ◆ CRON creation and hosting of calendar of events
- ◆ Incorporation into Hanauma Bay's 40th birthday party
- ◆ Engagement of the ocean network (new cable channel)
- ◆ Journalist workshop
- ◆ Photo competition
- ◆ Outreach booths at county fairs and important events

Planning Approach

- ◆ Utilization of the Coral Reef Outreach Network (CRON)
 - Held first meeting of 2007
 - Formation of IYOR working group to plan involvement
- ◆ Independent formation of individual island working groups (Big Island, Maui)
- ◆ Focus on a few key messages/themes
 - State fish
 - State coral

