

Main Identity

From: "Eternal Reefs" <info@eternalreefs.com>
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Sent: Tuesday, November 13, 2007 10:06 AM
Subject: Eternal Reefs Chesapeake Bay Announcement



Eternal Reefs Establishes New Memorial Reef Site in Chesapeake Bay

ATLANTA – November 12, 2007 – Eternal Reefs, the only company in the United States to offer underwater “green” burial at sea, is proud to establish its 12th memorial reef location in partnership with Maryland’s Saltwater Sports Fisherman’s Association (MSSA) and the Maryland Artificial Reef Initiative (MARI). Located in the Upper Chesapeake Bay between Annapolis and Baltimore, MD, the Memorial Stadium reef site is already home to more than 600 reef balls cast by local schools, educational and scouting organizations and have been placed by the MSS and Chesapeake Bay Foundation. Eternal Reefs will make its first dedication of memorial reefs in the Spring of 2008.

As the largest recreational saltwater fishing organization in the Chesapeake and Mid-Atlantic region, the MSSA has worked with local schools to enhance the marine fisheries and fish habitats with artificial reef balls for today and future generations. Partnering with Eternal Reefs, MSSA plans to double their reef ball initiative in the Upper Chesapeake, more specifically the Washington DC’s Memorial Stadium site located midway between Annapolis and Baltimore.

As the popularity and use of the Chesapeake region has grown, development, erosion, and pollution have taken their toll on the bay. The Maryland Department of Natural Resources Fisheries Service has instituted the Maryland Artificial Reef Initiative (MARI), bringing together a coalition of diverse stakeholders to restore the bay through the placement of artificial reefs that will provide new habitat for fish and shellfish. MARI, getting its start in 2006 with the concrete remains of the Woodrow Wilson Bridge, has successfully placed 600 reef balls ultimately establishing Chesapeake Bay as one of the largest and most active reef development in the country.

“We look forward to providing the opportunity to those people who have enjoyed the Chesapeake and wish to have their memorials be a permanent, living contribution to the improvement and protection of the Chesapeake Bay marine environment, said George Frankel, CEO, Eternal Reefs. “These memorial reefs support the efforts of the Maryland Department of Natural Resources and give back to the wonderful Chesapeake Bay community. The MSSA has been an inspiration to the region already and we’re excited to follow in their footsteps.”

About Eternal Reefs

Eternal Reefs, Inc., is the first company in the United States to offer underwater green burial at sea in artificial reef balls. Headquartered in Atlanta, the company incorporates cremated remains into a concrete mixture used to cast artificial reef formations. The artificial reefs are dedicated as permanent memorials while also bolstering natural coastal reef formations. Over 500 memorial reefs, have been placed off the coasts of Florida, South Carolina, Texas, New Jersey, Maryland, North Carolina and Virginia. Contact Eternal Reefs Inc. at: <http://www.eternalreefs.com>.

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Be part of the Eternal Reefs family!

Contact us so we can help you create a living memorial that will benefit the environment and future generations

www.eternalreefs.com

1-888-423-7333

For Final Expense Planning information please call Vicki at
1-866-784-7503

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