



PRESS RELEASE

21 October 2004

INVITATION TO JOIN A NEW CONSERVATION SOCIETY AT DIVE 2004

Coral Cay Conservation Trust, the UK's only charity dedicated to protecting coral reefs and tropical forests – and the livelihoods of the people who depend on them - is to launch a new society membership scheme at this month's Birmingham Dive Show.

The Society will enable members of the public to become involved with CCC's important charitable work to enhance the livelihoods of those that are dependant on the conservation of reefs and forests. Members of the Society, will be able to sign-on for marine and terrestrial expeditions, go on live-aboard educational dive trips, learn to report their observations through the *Earthdive* indicator-species global monitoring programme and more.

Established in 1992, the Coral Cay Conservation (CCC) Trust provides resources, education and training opportunities for communities in developing countries. Its principle aim is to alleviate poverty and protect the livelihoods of people who depend on coral reefs and tropical forests.

The CCC Trust believes that effective conservation and sustainable management stems from scientific research and understanding. To this effect, the Trust works closely with Coral Cay Conservation Expeditions.

Note to Editors

1. To find out more about the *CCC Society* visit us at Dive 2004 (NEC), stand no. 910.
2. For further information on Coral Cay Conservation visit www.coralcay.org or contact Ms. Tanya Blackburn (Director of Public Relations) via e-mail at tb@coralcay.org or telephone on +44 (0)20 8545 7718.
3. Additional details about Coral Cay Conservation are attached.
4. For more information on *Earthdive* visit www.earthdive.com

CORAL CAY CONSERVATION

Providing resources to help sustain livelihoods and alleviate poverty through the protection, restoration and management of coral reefs and tropical forests.

Coral Cay Conservation (CCC) is a non-profit organisation at the cutting edge of ecotourism. We send teams of volunteers to survey some of the world's most endangered coral reefs and tropical forests. Our mission is to protect these crucial environments by working closely with host countries and the local communities who depend on them for food and livelihood. Anyone can be a CCC volunteer. Anyone can help make the difference.

Aims & Principles

Coral Cay Conservation provides resources to help sustain livelihoods and alleviate poverty through the protection, restoration and management of coral reefs and tropical forests. We achieve these aims by:

- providing technical and financial support that countries need in order to produce conservation management plans for threatened reefs and forests;
- training international volunteers and host-country partners to gather, interpret and monitor the data that's so crucial for effective conservation;
- working with host-country governments and other organisations to encourage education and sustainable livelihood opportunities in local communities.

Brief History

- 1986-1998: CCC supports the Belize Government's drive to create numerous marine reserves and a World Heritage Site along the Great Atlantic Barrier Reef.
- 1995-present: CCC works with the Philippine Reef and Rainforest Conservation Foundation Inc (PRRCFI) to safeguard Danjungan Island and other key areas.
- 1996: CCC expeditions survey Sulawesi's Banggai Islands.
- 1998: CCC's East Kalimantan Reef Conservation Project.
- 1998-present: The Bay Islands of Honduras – CCC's second Caribbean programme.
- 2001-present: CCC's Fiji Coral Reef Conservation Project
- 2002: CCC assists with a project to help the Tobago Cays (St Vincent and the Grenadines) become a World Heritage Site.
- 2003: Six-month pilot project to assess natural resources within the Perhentian Islands, Malaysia. Three-month marine project in the Sian Ka'an Biosphere Reserve, Mexico.
- 2004: Malaysia Tropical Forests Conservation Project and the Malaysia Coral Reef Conservation Project commenced in March.

CCC Charitable Trust (UK Charity no. 1025534)

President: Sir Bruce MacPhail, Managing Director, P&O Group.

Coral Cay Conservation donates all profits to the CCC Charitable Trust, the UK's only charity dedicated to protecting coral reefs and tropical forests – and the livelihoods of the people who depend on them. The CCC Trust:

- funds conservation diving scholarships for local people;
- produces education resources for schools;
- raises awareness of conservation issues through events and displays;
- supporting alternative livelihood schemes and other local community projects.

CORAL CAY CONSERVATION

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