



## Mexican Member's report on activities to ICRI

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Reporting period: February –June 2008

The report below focuses on IYOR related activities since the last ICRI General Meeting.

### Summary of IYOR 2008 Activities:

- **January 29, 2008; Centro Ecológico Akumal (CEA), Inaugurates the International Year of the Reefs (IYOR)** with a reefs' photo exhibit. The exhibition took place at CEA information center, where more than 120 people came to see the great images that locals and tourist provided.
- **February 2008; Carnivals and Parades**, in the cities of Mazatlán, La Paz, Veracruz and Cancún. During all the carnivals, floats with the theme of coral reefs circulated.
- **March 2008; Regional Press;** Novedades Quintana Roo, a regional newspaper printed an article about conservation of coral reefs and activities in México to celebrate IYOR.
- **April 2008, Regional TV News;** TV Cancún interview Iliana Ortega – IYOR Focal Point in México, about ICRI – IYOR and the relevance of the coral reef system. We are promoting with a national TV channel (Channel 40) brief TV spots about coral connections (Sea Studios Foundation), ICRI and IYOR in México.
- **April 2008, Radio Channels;** A regional radio channel in Cancún, interviewed Iliana Ortega about IYOR and a commemorative IYOR event in Cozumel.
- **April 18th, 2008. Commemorative IYOR event in Cozumel, México.** We celebrated IYOR with a full day of activities; symposium about coral reefs, its management and conservation, presented by well known coral reefs researches such as Dr. Roberto Iglesias from the National University of México (UNAM), other presenters included directors of MPAs in México. The symposium was held at the national university of the State of Quintana Roo, (UQROO), with a good audience that included college students, representatives of local, regional and national NGO's, and representatives of the Mexican Navy among others. In the afternoon we had the official IYOR celebration at Chankanaab Park, beautiful facilities right next to the Caribbean. We were honored by the presence of representatives of the Mexican Environmental Ministry (SEMARNAT/CONANP), state government, Mexican Navy, NGOs, researchers, National university of México (UNAM), directors of MPAs, students and general public.
- **May 2008,** Central de Activos Publicitarios S.A. de C.V., marketing and publicity company who transmits all kinds of messages in the Metrobus of México City, (Bus Transportation), is projecting spots of the edited **DVD video of Coral Connections - Sea Studios Foundation about coral reefs**. This has an impact over 370,000 persons daily and it is projected in 67 buses with three screens each.

- **May and June 2008.** As part of the agenda of the International Year of the Reef (IYOR), the Amigos de Sian Ka'an/Global Vision International Team will participate with the purpose of collecting funds needed for conducting studies that will generate new ways to protect the Mexican's Caribbean Coral System. **Amigos de Sian Ka'an will complete the epic Canoe Mayan Journey organized by Xcaret on May 31<sup>st</sup>, 2008 from Xcaret to Cozumel, and on June 1<sup>st</sup> from Cozumel to Playa del Carmen, in the Mexican Caribbean.**
- **June and July 2008. Telmex / Ladatel / phone cards to celebrate IYOR in México.** Telmex is the largest telecommunication Company in Latin America. Telmex sponsored three cards and printed the ICRI and IYOR website on the back of the cards. These cards will be distributed nation wide during the months of June and July. It is in fact a great way of spreading out the importance of IYOR in México.
- **Present.** We are working on the production for an **IYOR – Coral Reefs of México, Photo Exhibit** with the idea of exposing the photos at different airports such as the airport in Cozumel, Cancún, México DF, etc., different museums, national and state parks and art galleries.