



2 January 2009

Laurent Stefanini
Ambassador for the Environment
Secrétariat de l'Initiative Internationale pour les Récifs Coralliens
C/O Secrétariat d'Etat à l'Outre-Mer
27, rue Oudinot - 75007 Paris - France

Dear Ambassador Stefanini,

I am writing to express interest in SeaWeb becoming a member of the International Coral Reef Initiative.

SeaWeb, founded in 1996 to raise awareness of the growing threats to the ocean and its living resources, is a communications-based, international nonprofit organization that utilizes social marketing techniques to advance ocean conservation. By increasing public awareness, advancing science-based solutions and mobilizing decision makers around ocean conservation, SeaWeb has brought together multiple, diverse and powerful voices for a healthy ocean. SeaWeb is active in the United States, Fiji, Papua New Guinea, Hawaii, United Kingdom and France.

The conservation of corals and coral reefs is inherent in SeaWeb's mission. To this end, we seek the opportunity to work collaboratively with other members of ICRI to advance the ICRI Call to Action, Framework for Action and Renewed Call to Action.

SeaWeb's campaign *Too Precious to Wear* works with scientists, governments, and jewelry and curio industry representatives to raise awareness of coral as a living animal, and to shine a light on the impacts of the often-unregulated international coral trade. We are actively working to secure the reauthorization of the United States Coral Reef Conservation Act, which includes language to assess the impact of the coral trade, and seek an Appendix II listing for red and pink coral under the Convention on International Trade in Endangered Species (CITES). In addition to these activities, SeaWeb has facilitated international workshops on the socioeconomic impacts of the coral trade as well as cyanide fishing, ecosystem based management, media training and communications capacity building in several coral reef countries.

Building upon our previous participation at International Coral Reef Symposia (ICRS), at the most recent ICRS in July 2008, we coordinated media outreach efforts, resulting in an eventual audience of 500 million for news relating to the Symposium. We are currently evaluating our future coral conservation efforts and feel

that membership in ICRI is critical to ensuring our activities contribute and enhance the international efforts on this multi-faceted and important issue.

We look forward to hearing from you regarding this matter. I remain at your disposal should you require additional information as you consider this request.

Yours sincerely,

A handwritten signature in black ink, reading "Dawn M. Martin". The signature is written in a cursive, flowing style with a large initial "D" and "M".

Dawn M. Martin
President