

Wednesday, April 19, 2006

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Saving the Ocean, One Beer at a Time

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A reef preservation organization and a brewing company in Australia have partnered to raise awareness of issues affecting coral reefs.

TOWNSVILLE, QLD, Aus. -Australians will soon be able to help save coral reefs while enjoying a brew at their local bar.

Beeramundi, a new beer that will soon be on tap Down Under, is the result of a partnership between Reef Check Australia, the United Nations' official community-based coral reef monitoring organization, and Townsville Brewing Co.

According to Reef Check marketing and communications manager Roger Beeden, a competition was held to name the beer, which is intended to raise community awareness about the threats posed to coral reefs, including Australia's Great Barrier Reef.

"We asked people to come up with a name, a slogan for the beer and an educational concept that would help make reef conservation a conversation topic," Beeden said. "We were very pleased to get more than 100 entries and some really great ideas."

The name, Beeramundi, was the brainchild of contest winner Eion Howe. The judges were particularly impressed with the name, as it relates to both the Barramundi Estuary and the protected Barramundi cod of the Great Barrier Reef. The label on the beer features a Barramundi cod, as well.

A team effort by Dean Miller, Alana Grech and James Mol-oney was responsible for the slogan "Saving the Reef One Beer at a Time."

And Johnston Davidson was the winner of the educational concept part of the competition, due to his idea to feature a reef quiz on beer coasters, with questions on one side and the answers on the other.

Beeramundi will be publicly launched in Australia April 21. A percentage of each Beeramundi sold will benefit Reef Check Australia.

For more information about Beeramundi or Reef Check Australia, visit www.reefcheckaustralia.com.



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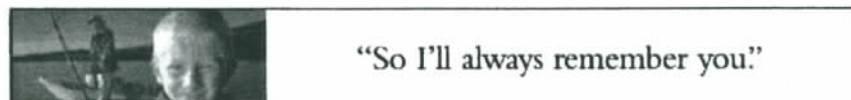
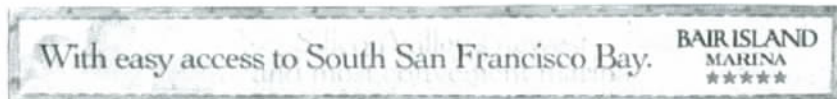
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How will rising gas prices shape your boating habits this season?

- Greatly - I'll limit my cruising (31.91%)
- Moderately - I'll spend time more aboard dockside (12.77%)
- Little - I own a sailboat and will limit my auxiliary engine use (17.02%)
- Not at all - gas prices will not affect my boating habits (38.30%)