



# News Release

For Immediate Release  
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## **Ocean conservation messages to reach thousands of island visitors**

### ***UH Sea Grant and partners share information on protection of sea turtles and coral reef ecosystems***

Many travelers to O'ahu will be better reef visitors during their ocean adventures this year thanks to Aston Hotels & Resorts. In collaboration with University of Hawai'i Sea Grant College Program's Center for Sustainable Coastal Tourism, the Coral Reef Alliance, and NOAA Fisheries Service, information on good reef etiquette and responsible marine life viewing was incorporated into its 2011 Aloha Book.

Liz Foote, Hawai'i Field Manager, for the Coral Reef Alliance (CORAL) shares, "We at CORAL are thrilled that the Aston Aloha Book has prominently included useful reef etiquette information for visitors - in both English and Japanese - and applaud them for doing so. Including this information will not only encourage Hawai'i's visitors to follow more sustainable practices, but will empower them to look for these practices as modeled by the companies they patronize. This positive step taken by Aston will certainly serve as an example to other similar publications across the state."

Aston's free Aloha Book is distributed to all guest rooms at check-in and serves as a guide to the best culture, history, cuisine and attractions on each island. With more than 120,000 books distributed on O'ahu, these conservation messages are estimated to reach several hundred-thousand Aston guests during 2011.

"Aston's Aloha Book is excellent example of local Hawaiian stewardship and of the hotel's commitment and responsibility to raise awareness for the protection and sustainability of our local marine resources. Tourists come to experience all the unique qualities of Hawai'i, but don't always know how to best observe or appreciate our wildlife or sensitive reef ecosystems. This proactive effort on the part of Aston to educate its clientele should be applauded and further promoted throughout all the hotels and marine tour operators in Waikiki" noted Irene Kelly, Sea Turtle Recovery Coordinator for NOAA Fisheries Service.

For more information about the Aston Aloha Book, please contact Lisa Kimura at (808) 931-1482. To learn how to initiate a similar ocean awareness campaign at your organization, please contact Jennifer Barrett, Waikiki Coastal Coordinator for the UH Sea Grant Center for Sustainable Coastal Tourism at [reefmail@hawaii.edu](mailto:reefmail@hawaii.edu).

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*The University of Hawai'i Sea Grant College Program is part of the University of Hawai'i at Mānoa's prestigious School of Ocean and Earth Science and Technology. It supports an innovative program of research, education and extension services directed to the improved understanding and stewardship of coastal and marine resources of the state, region and nation. Science serving Hawai'i and the Pacific for over 40 years.*

*UH Sea Grant's Center for Sustainable Coastal Tourism will conduct scholarship and education to advance sustainability practices that promote economic development yet minimize our environmental footprint, encourage stewardship of our coastal and nearshore resources, and foster respect for our indigenous people and the unique multicultural fabric of our society.*