



MEDIA ADVISORY

Contact:
Lauren Cuneo 917.543.2008
lcuneo@kruppgroup.com

DESIGNERS CHAMPION CORALS THIS HOLIDAY SEASON

Green entrepreneur Josh Dorfman joins forces with SeaWeb and coral scientist Dr. Andrew Baker at New York Fashion Conference "Green: Sustainability, Significance and Style" Dec. 4-6

NEW YORK, NY (November 26, 2008) – This holiday season, jewelry and home décor designers are making a splash with ocean conservation organization SeaWeb and a renowned ocean scientist to raise awareness of the world's precious corals. Together they have identified a unique way consumers can have a green holiday, inspired by but not taken from the sea.

Josh Dorfman, environmental entrepreneur, media personality, and acclaimed author of *The Lazy Environmentalist*, will lead a panel discussion entitled "Too Precious to Wear: Conserving Coral, a Jewel of the Ocean" at this year's 10th Annual New York Fashion Conference at the City University of New York (CUNY) Graduate Center on Friday, Dec. 5 at 4:15 p.m.

Panel participants include SeaWeb president Dawn M. Martin and Dr. Andrew Baker, 2008 Pew Fellow recipient, renowned coral scientist and professor at the University of Miami. Panelists will explore the complex issues surrounding corals, their use and importance within the design community. Deep-sea red and pink corals -- also known as precious corals – are commonly used in the jewelry industry. Shallow-water species that make up what coral reefs are often used as home décor items. Both types of corals are facing threats from climate change, overfishing, pollution and consumer demand. Because of these concerns about the sustainability of corals as a raw material, industry leaders such as Tiffany & Co. removed coral from their product lines over five years ago. SeaWeb's Too Precious to Wear campaign aims to create a demand for coral conservation and is calling for the fashion and design industries to play an active role in the protection of corals.

To help inform and inspire the green fashion movement, Lisa Koenigsberg, founder and president of Initiatives in Art and Culture, has brought together 20 of the top names in the fashion industry for this year's conference, including: Michael Kowalksi, Chairman and CEO, Tiffany & Co; Tom Cole, Vice Chair, Macy's; Julie Gilhart, Senior Fashion Director at Barneys New York; and Benjamin Zucker, renowned authority on precious stones. For a complete list of participants and conference registration, please visit <http://www.artinitiatives.com/public/>.

Precious corals are more often seen adorning the necks of women than in their natural ocean habitat. Red corals have been fished for more than 5,000 years in the Pacific and the Mediterranean, but serious signs of decline have appeared in just the past two decades. The United States, as the world's largest documented consumer, has placed significant pressure on these threatened animals, importing more than 26 million pieces from 2001 to 2006. Too Precious to Wear is calling for increased monitoring of the red coral trade. The campaign is urging the U.S. and other countries to list red and pink corals under Appendix II of the Convention on International Trade in Endangered Species (CITES).

This holiday season, there are many opportunities to celebrate the beauty of the ocean without destroying its precious resources. Hannah Garrison of AZU Jewelry has designed a delicate coral branch in solid sterling silver with two necklace sizes available on either sterling cable or black leather. Gold, platinum and other customizations are available via custom order. Please contact hannah@azustudio.com for availability. And for the more budget-conscious, Garrison has also developed a hollow coral necklace with the same intricate details available.

Bright and festive for the holidays, metalsmith designer Michael Aram has a full line of coral-inspired bowls, serving trays, etageres, serving sets and candleholders. Each creation is made of hammered stainless steel and brightly lacquered aluminum in black, white and red. Visit Too Precious to Wear (www.tooprecioustowear.org) to see other coral-inspired alternatives available.

SeaWeb and *Too Precious to Wear* will launch a collection of coral alternative jewelry with nine leading fashion and jewelry designers in winter 2009. Each designer has created a single signature piece inspired by corals and our ocean planet.

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For interviews with spokespeople, please contact Lauren Cuneo at 917.543.2008 or lcuneo@kruppgroup.com. For high-resolution photos of corals and coral alternative products and/or B-roll footage of corals and coral reefs, please contact Corinne Knutson at 808.497.3360 or cknutson@seaweb.org

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For further information, visit www.tooprecioustowear.org or www.seaweb.org. SeaWeb is a communications-based nonprofit organization that uses social marketing techniques to advance ocean conservation. By raising public awareness, advancing science-based solutions and mobilizing decision-makers around ocean conservation, SeaWeb is leading voices for a healthy ocean.