



NEWS FROM IYOR International Year of the Reef 2008

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MEDIA ADVISORY

PRO SURFER AND “ECO WARRIOR” JAMES PRIBRAM JOINS INTERNATIONAL YEAR OF THE REEF CAMPAIGN AS SPOKESPERSON

Environmental Ambassador Helps Launch Campaign To Raise Awareness About Understanding And Preserving Coral Reefs

Washington, DC. May 15, 2008 – Professional surfer and recipient of the 2007 John Kelly Environmental Achievement Award James Pribram, joins the International Year of the Reef campaign as spokesperson to help the International Coral Reef Initiative (ICRI) to raise awareness about coral reefs with a focus on the following theme: "Every Act Counts." This campaign will recognize the multitude of services provided by coral reefs, such as habitat, income, food, protection and medicine. Besides being a famous surfer, James is known for being a positive public figure that tackles many environmental issues.

Popular for his philanthropic and environmental endeavors, James is co-founder of "They Will Surf Again", an organization that supports individuals with water-related spinal cord injuries. James also founded the Aloha School of Surfing, which teaches aspiring surfers of all ages to get in the water and learn the power of surf stoke, and was the recipient of the 2007 John Kelly Environmental Achievement Award and appointed to the Laguna Beach Environmental Committee and as board member for the Clean Water Now! Coalition in 2005. He is also a key member of Save The Waves Coalition, an environmental coalition dedicated to preserving the world's surf spots and their surrounding environments

"The ocean has taught me Respect, and shown me with dedication and desire, I can attain my goals in and out of the water," said James Pribram. "Being a part of the ICRI IYOR campaign is the best way I know of giving back to something that has given me and so many others so much."

ICRI is extremely happy about partnering with James and expects to reach new audiences and develop a consumer conscience in relation to saving coral reefs.

Pribram looks forward to being able to utilize his positions as Host of Fuel TV's Eco Segments and his other partnerships as a platform to bring awareness to the Coral Reef issues as well as other key environmental issues.

Relevant Web Sites:

International Year of the Reef 2008: <http://www.iyor.org>
International Coral Reef Initiative: <http://www.icriforum.org/>