



About Eternal Reefs

Headquartered in Sarasota, Florida, Eternal Reefs, Inc. provides a creative, environmentally enhancing means to memorialize the cremated remains of a loved one. For families and individuals that choose cremation rather than burial, Eternal Reefs offers a memorial choice that replaces cremation urns and ash scattering with a permanent environmental living legacy.

The process is highly interactive and as participatory as a family desires. Many choose to mix their loved one's cremains, place handprints and other memorabilia in the damp concrete, and make the boat trip out in the ocean and watch as their loved one's Eternal Reef is lowered to its final resting place.

An Eternal Reefs "memorial reef" is a designed reef system of environmentally safe cast concrete that fosters new marine habitats for fish and other forms of sea life. Eternal Reefs takes the cremated remains and incorporates them into a cement mixture used to cast designed artificial reef formations. The memorial reefs are then placed in the permitted ocean location selected by the individual, friend or family member.

The Reef Ball Foundation is the primary strategic partner with Eternal Reefs. The Reef Ball Foundation was created in 1992 by a group of environmentally conscious college friends who enjoyed diving. In order to reclaim the lost natural reefs, the foundation developed a patented mold system with an environmentally friendly concrete formula. With their advanced technology in the development of these new reefs called, "reef balls," The Reef Ball Foundation became the recognized leader in scientifically designed artificial reefs. By 2010, more than 700,000 reef balls were placed in oceans worldwide.

Eternal Reefs, Inc. was created in 1998 when Carleton "Petey" Palmer, the father-in-law of Eternal Reefs founder, Don Brawley, requested that his cremated remains be added to the concrete in one of The Reef Ball Foundation's reefs. On May 1, 1998, a memorial reef was cast with Carlton Palmer's cremated remains.

Eternal Reefs pioneered the concept of reef memorialization and, since 1998, the company has placed more than 1,500 Memorial Reefs in 25 locations off the coasts of New Jersey, Maryland, Virginia, North Carolina, South Carolina, Florida (North Atlantic, South Atlantic, Gulf Coast and Panhandle) and Texas substantially increasing the ocean's diminishing reef systems. For more information about Eternal Reefs and pricing, please visit: www.eternalreefs.com.

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