



## *About Eternal Reefs*

Eternal Reefs provides a creative, environmentally-enhancing way to memorialize a loved one. For families and individuals that choose cremation, Eternal Reefs offers a memorial choice that replaces urns and ash scattering with a permanent environmental living legacy. A person's cremated remains are incorporated with a proprietary concrete mixture to form an artificial reef which is then deployed to the ocean floor, offering families a permanent ocean memorial while simultaneously replenishing natural coastal reef formations and bolstering marine habitats.

An Eternal Reef is the only memorialization of its kind where families can support ocean sustainability and simultaneously participate in creating a living legacy for their loved one. 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 to watch as their loved one's Eternal Reef is lowered to its final resting place on the ocean floor. Eternal Reefs has placed many pets in reefs with their owners. Families receive the GPS coordinates of their loved one's Eternal Reef.

Eternal Reefs pioneered the concept of reef memorialization and, since 1998, has placed more than 2,000 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. It is the world's largest, most successful provider of designed memorial reefs.

In May 2018 Eternal Reefs will dedicate the first undersea memorial to the 65 United States manned submarines representing more than 4,000 lost lives which never returned from duty and remain On Eternal Patrol. The On Eternal Patrol Memorial Reef will be dedicated on Memorial Day weekend in Sarasota, Fla., nearly 50 years to the day after the U.S. nuclear submarine USS Scorpion (SSN-598) was lost with all hands, 99 officers and crew, on 22 May 1968.

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. To reclaim the lost natural reefs, they developed a patented mold system with an environmentally-friendly concrete formula. With their advanced technology developing these new reefs, called "reef balls," The Reef Ball Foundation became the recognized leader in scientifically designed artificial reefs. By 2017, one million reef balls were placed in 70 countries worldwide for everything from coral transplanting to oyster bed restoration to shoreline mitigation.

Eternal Reefs was created in 1998 when Carleton “Petey” Palmer, the father-in-law of Eternal Reefs co-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.

The smallest Eternal Reefs Memorial Reef is two feet high and three feet wide and weighs up to 800 pounds. The largest is four feet high and five feet wide and weighs up to 4,000 pounds. Prices range from \$2,995 for the Aquarius Eternal Reef Direct memorial to \$7,495 for the Mariner Memorial Reef.

Memorial reefs can only go in properly permitted locations by the U.S. Government and are expected to last forever.

The Genesis Reef Project dba Eternal Reefs is an approved 501c3 charitable organization based in Sarasota, Fla. Learn more at [www.eternalreefs.com](http://www.eternalreefs.com).

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