End of life decisions and memorialization ideas are changing. More people want their passing to make a meaningful contribution to future generations and to the health of the planet. The idea of “giving back” is an important consideration in making a choice about a final memorial. Eternal Reefs offers a way to leave a living legacy that honors a loved one for a life well-lived and heals both the sea and the soul.

As a unique cremation memorial, we encourage family members and friends to participate with the creation of their loved one’s Eternal Reef, being involved as much or as little as they are able.
How Eternal Reefs Began......It’s Personal

Eternal Reefs began when a group of divers from the University of Georgia personally saw the degradation of the coral reefs in the Florida Keys. Led by Don Brawley and Todd Barber, these divers developed the Reef Ball technology and founded the Reef Ball Foundation to help restore and protect the ocean’s naturally occurring reef structure.

It was Don’s father-in-law who had the idea for Eternal Reefs. When Carlton “Petey” Palmer became terminally ill he asked to have his cremated remains included in one of Don’s Reef Balls. As a musician, Petey wanted to be surrounded by the rhythm of the sea and liked the idea of all that life and action surrounding him for eternity.

After Petey’s reef had been placed, Don’s wife Jane said it best, “it’s not so much that he is gone, it’s more like, look what he is doing now”.

Since Don has shared Petey’s story, thousands of families have chosen, planned and placed an Eternal Reef as their final living legacy and contribution to future generations.

Founded in 1999, Eternal Reefs has helped thousands of people make meaningful memorials that help to preserve, protect and enhance the marine environment. Participating families leave their dedications with a strong sense of personal accomplishment and contribution. With headquarters in Sarasota, Florida, Eternal Reefs continues to grow as awareness spreads about these meaningful environmental memorials.
The Eternal Reefs Experience

Our families tell us creating an Eternal Reef is a positive, rewarding and healing personal experience. You and your family can participate in three events over a four-day period. These events generally start on a Friday and conclude the following Monday. They include: The Casting, The Viewing, The Placement and Dedication.

Held in vacation destination locations, many families choose to make the experience a celebratory family gathering.

If You Are Not Able To Attend an Event or Participate, Eternal Reefs Staff Will Perform Any or All of the Casting, Viewing, or Dedication Events for You.

The Casting

The casting is performed in the community near the designated reef site. Eternal Reefs brings a pre-cast Reef Ball to the casting site. A plaque identifying your loved one, including an inscription you designed is fixed to the Eternal Reef.

At the casting you have the opportunity to mix the remains into concrete to create a “Pearl”. The Pearl is a center piece that fits inside the Reef Ball. Once cast the Pearl is set aside to cure overnight.

Personalization

After the Pearl has been cast a fresh layer of specialized concrete covers the top of the Reef Ball. You and your family can then personalize the top with hand prints, written messages and other mementos in the damp concrete. Many families tell us this is a meaningful way to stay in touch for eternity. [Ask us about types of memorabilia that can be included in your personalization.]

The next day is a work day for Eternal Reefs. While you and your family relax and enjoy the vacation community in which your loved one will rest, the Eternal Reefs staff secures the Pearl in place and prepares the reefs for your viewing of the memorials the next day.
The Viewing

The third day is the viewing which typically takes place at the casting location. The viewing is the first time the finished Eternal Reef is unveiled for families. You have the opportunity to take pictures of the tribute you created for your loved one. We provide rubbing wax and paper so you can make rubbings of the bronze plaques. Children’s sidewalk chalk is provided for you to write messages and draw pictures all over your loved one’s Eternal Reef. Families tell us the experience is as healing for them as it is for the sea.

Remembering Our Veterans

During the viewing, military honors are presented to the families of eligible service men and women. The presentation of Military Funeral Honors is a particularly moving and cherished experience for all in attendance.

The Dedication and Placement

On the fourth day you, your family members and friends travel aboard a chartered boat to your loved one’s Eternal Reef site.

The placement boat carrying the Eternal Reefs is at the reef site. On the family boat we provide plenty of fresh flowers for you to decorate Tribute Reefs (miniature Reef Balls which we provide) while traveling to the ocean reef destination.

Once the family boat arrives at the reef site, the placement boat positions and prepares each Eternal Reef. As each reef is readied to be placed, the individual’s name is announced and you witness your loved one’s reef lowered to the ocean floor as a final memorial.

Once all the Eternal Reefs have been safely placed the family boat is positioned over the site. You are then given the opportunity to individually dedicate the reef site to your loved one and say your final goodbyes, finishing by dropping your Tribute Reef into the sea.
After all the individual dedications are complete the Eternal Reefs staff will dedicate the reef site to all of the people being memorialized that day. We announce each person individually and sound the boat’s horn in their honor. We close the dedication by reading a brief passage from President John F. Kennedy’s speech, “The Sea.” Sounding the boat’s horn three times in a final tribute, we circle the reef site and return to the dock.

As we conclude the morning, families often reflect on the memorial they created with their own hands to honor their loved ones. They take ownership of the entire experience and enjoy a real sense of personal accomplishment and contribution as they see new life in these Eternal Reefs.

Eternal Reefs Project Locations

Eternal Reefs is a part of the most experienced and best reef building team in the world. All Eternal Reefs activities are permitted through local, state and federal agencies. Eternal Reefs handles all regulatory reporting requirements and paperwork.

We schedule projects eight to twelve months in advance and maintain a current schedule online at www.ETERNALREEFS.com.

The schedule shows the project cutoff date along with the casting, viewing and dedication dates. The cutoff date is the last day for reservations and payment for a specific placement. Space for each project is limited and may fill up prior to the cutoff date. Because we never know how many family members and friends may attend the dedication, the cost of the charter boat (the family boat) is the only cost not included in the purchase price of your Eternal Reef. Weather and other issues may affect our ability to place the Eternal Reefs on the day of the dedication. Families are provided two copies of certificates showing the GPS coordinates of their loved one’s Eternal Reef. Eternal Reefs continually evaluates new, potential reef sites so please check the online schedule for updates.
Your Purchase of an Eternal Reef includes:

- The Eternal Reef of your choice.
- A Bronze Plaque with inscription.
- The inclusion of the cremated remains into the Eternal Reef.
- Transportation of the Eternal Reef to the reef site.
- The final placement and dedication of the Eternal Reef.
- A GPS survey to record the specific longitude and latitude of the Eternal Reef.
- Two Eternal Reefs Memorial Certificates displaying your Eternal Reefs GPS location.

The only cost not included with the purchase of an Eternal Reef is the cost of the family boat to witness the placement and dedication of the reef.

*Please note that prices are subject to change. Please check our website at http://eternalreefs.com/eternal-reefs-and-pricing/ to verify current pricing.

The Nautilus Memorial Reef

Approximately 3’ high by 3’ wide  1500 - 1800 lbs.

Our Nautilus is the key building block of a complete reef system. These reefs provide excellent habitats for all type of sea life. The Nautilus can accommodate up to two sets of remains and is also frequently used for individuals and their pets.

$4995

The Aquarius Memorial Reef

Approximately 2’ high by 3’ wide  550 - 700 lbs.

The most compact of our reefs, the Aquarius is an excellent complement to the larger reef structures and is ideal to attract the smaller varieties of life. The Aquarius is designed for the remains of one person and a family pet.

$3995

The Mariner Memorial Reef

Approximately 4’ high by 5.5’ wide  3800 - 4000 lbs.

The largest of our reefs, the Mariner stands out as a pinnacle of the reef and attracts the larger species of sea life. The Mariner can accommodate up to four sets of remains and is frequently used for spouses or family members to be together. [the Mariner is not available at all sites]

$7495
### Eternal Reefs Direct

Eternal Reefs Direct facilitates a personal ocean memorialization even if circumstances prevent you and other loved ones from attending the actual event. A unique option, Eternal Reefs will receive the remains. Our staff will cast the Eternal Reef and complete the placement and dedication in lieu of any family participation.

A plaque inscribed with the name of the individual along with their life dates is fixed to the Eternal Reef, and two certificates with the GPS coordinates of the family’s loved one’s Eternal Reef will be provided to the family. As with our other options, a beloved family pet can be included at no additional cost.

- **$2,995 Aquarius**
- **$3,995 Nautilus**
- **$6,495 Mariner**

### Family Pets

The single most frequent request we receive is about creating an Eternal Reef for a family pet. We know firsthand how connected and important pets become in our lives, and we understand how much their passing can affect us. While we are always willing to create memorial reefs for pets, we suggest that families consider holding onto their pets remains until their own time comes. We can create an Eternal Reef and include your pet’s remains at no additional cost. You and your beloved pet[s] can be together for eternity.

### Private Placements

Eternal Reefs may be able to arrange for private placements in any of our permitted locations. Private placements are much more expensive since the costs associated with the dedication are incurred by one family rather than spread over several families. Please call for pricing and details.

### Eternal Reefs Advance Planning

Since Eternal Reefs first started creating Memorial Reefs one of the most frequently asked questions has been “**How can I arrange for my Eternal Reef in advance so that my family doesn’t have to worry about making and paying for my final arrangements?**”

Depending upon your state of residence, **AMI Investment Advisors LLC** and **The Complete Financial Group** have created special programs to address the needs of our families wishing to pre-fund their Eternal Reef. These Advance Planning programs are designed to ensure that your wishes are followed and that the necessary funds are available without causing your family any additional expense. Please contact us directly for more information.

#### OUR ADVANCE PLANNING COMMITMENT

When you pre-pay for your memorial through an Eternal Reefs partner, your family will have two years after your death to cast, transport and place your Eternal Reef at any of our standard placements [to be determined by your executor at the time we are notified] for the LESSOR amount of the cash value of their life insurance policy, OR our suggested retail price at the time of casting, whichever is LESS. There will be no additional charges or expenses to your family other than the dedication charter. If the memorial is selected more than two years after your death, the then-current pricing of the memorial will apply.

**PLEASE NOTE:** These programs do not guarantee any specific location. The nature of reef building requires the use of permits that periodically expire and we cannot in any way commit in advance to specific locations. **Our Commitment** is that we will work with your family and executor to identify the most appropriate standard reef project for your Memorial Reef at the time your family chooses to proceed with your Memorial Reef.

Contact: advplan@eternalreefs.com
Frequently Asked Questions

What is an Eternal Reef?
An Eternal Reef created by mixing a loved one’s cremated remains into concrete to form a designed reef system called a Reef Ball. We place a bronze plaque on the Eternal Reef identifying who is being memorialized and place the memorials on sites specifically permitted for reef development to create new marine habitats for fish and other forms of sea life.

Can I attend the casting and dedication of an Eternal Reef?
Yes*, you choose the project dates and location. We encourage you, family members and friends to participate in the casting and dedication of your loved one’s Eternal Reef.
*Unless it is an ER Direct which has no family involvement.

Where will the Eternal Reef be located?
Eternal Reefs can only go in locations that are permitted by Federal, State, and local agencies. Project locations are vacation destination locations that have active artificial reef programs. At the time of need we work with the you to determine the most appropriate reef site for your loved one.

How long will an Eternal Reef last?
The Eternal Reefs are designed to last forever. Our patented reef mixture begins with standard concrete and adds special additives that increase its strength. We create a special surface texture that encourages growth of various types and sizes of marine life. This sea growth which eventually coats the Eternal Reef becomes a protective layer that enriches the environment.

Will an Eternal Reef move?
With over 500,000 Reef Balls deployed worldwide, the Eternal Reef design has a proven track record and has passed every government test for stability. During the devastating 1998 and 2004 hurricane seasons in the Caribbean and Gulf of Mexico many Reef Ball sites were hit directly by storms and all of our reefs remained in place.

Are there any additional costs for an Eternal Reef?
Yes, the cost of the Dedication boat is the only charge not included in the cost of the Eternal Reef. We never know how many family members and friends plan on participating with the dedication and we feel that this is the best way to accommodate different numbers of participants. Attending the Dedication is not required.

How will I know where the Eternal Reef is located?
We record the coordinates as we place the Eternal Reef on the ocean’s bottom. You will receive two memorial certificates that identify the longitude and latitude of the Eternal Reef.

Can I visit the location of the Eternal Reef?
Yes, you can visit any of the Eternal Reefs sites. You can visit by boat and fish or dive on the reef.

When my time comes can I be put on the same reef site as my loved one?
Permits for reef development expire over time. As a result we cannot commit to any location in advance of need.

Can I put more than one set of cremated remains in an Eternal Reef?
Yes, you can include multiple family members in either of our larger two Eternal Reefs at the time of the casting. There are some limitations based on amount of remains and the size of the memorial. And, not all Eternal Reefs are able to be placed in all Eternal Reef sites. Please call for more details.

Can I include my pet with me in my Eternal Reef?
As pet lovers we understand the family attachment we have with our pets. We are glad to include house pets with their family members at no cost.
Getting Started

Order forms are included with this information kit, or you can:

✓ Download order forms from our website, or
✓ Call us at 888-423-7333 and we can fax or email order forms to you or
✓ Email us at info@eternalreefs.com and we can fax or email order forms to you

Select one of the Eternal Reefs from the preceding pages.

Select a Reef Location from our current schedule.

Fill out the following forms:

✓ The Authorization Form
✓ The Policy Statement
✓ The Order Form

If payment is being made by check, mail these forms to us with payment in full to:

1 Reef Lane
Anytown, USA

Eternal Reefs, Inc
PO Box 3811
Sarasota, FL. 34230-3811

If payment is being made by credit card (we accept VISA and MasterCard only), you can scan the forms and email them to info@eternalreefs.com or you can fax them to Eternal Reefs at 941-295-7949.

Handling Your Loved One’s Remains

If you are attending the casting we ask that you please bring the remains of your loved one with you. If you cannot attend, or you would rather your funeral provider send them directly to us, please send them to:

Eternal Reefs, Inc
PO Box 3811
Sarasota, FL. 34230-3811

IMPORTANT - Remains MUST be sent by US Postal Service, Express Priority Mail.

And

-PLEASE call us when you are mailing them to us.-
Eternal Reefs Memory Keepsakes

Eternal Reefs has several keepsakes to connect families with their loved ones. Please visit our website at www.eternalreefs.com and call us to order these items.

Certificates – $20.00 each

Two certificates are included with each Eternal Reef. Extra certificates can be ordered as a keepsake for family and friends.

Memorial Plaques – $200.00 each

A 6” round bronze plaque with name, date and inscription comes on each individual Eternal Reef. Extra plaques can be ordered for family members.

Model Reef Balls

$30.00 / $40.00 / $50.00

Model Reef Balls come in three sizes, small, medium and large. They come in plain concrete or hand painted by local Sarasota Artist Jeff Wieland and no two are alike.

Both the hand painted models are safe for placing in home aquariums.

Eternal Reefs Reef Urn - $150.00

For families wishing to retain a portion of their loved one to be included with their remains when their time comes we provide a Reef Urn. The solid wood base has an area for keeping a symbolic portion of the remains and has an engraved plaque displaying the name and GPS coordinates of the reef.

Eternal Reefs Pendant - Pendant W/ Chain - $50.00
Pendant only - $30.00

This sterling silver pendant can be engraved with your loved one’s reef coordinates on the back. It is also available with a Sterling Silver Chain.

Eternal Reefs T-Shirts - $15.00

T-shirts S, M, L, XL, XXL and XXXL. The back has a color underwater scene inscribed with “Living Environmental Memorials For The Benefit Of Future Generations”.

Eternal Reefs Hats - $15.00
Testimonials

Thank you for the respect, honor and dignity you shared with Lee’s cremains and me. I can not envision a finer way for us to have parted.

Lynne Lamb Bryant

My husband was the one who actually pointed me off to your web site. I immediately thought it was a wonderful concept. We both enjoy SCUBA diving and it will be a wonderful resting-place while helping to build an artificial reef.

A. Mullen

This is A WONDERFUL service, which provides so much peace of mind to all involved, plus provides such a wonderful way of helping the environment, and providing increased awareness of environmental concerns regarding the oceans, and the coral reefs. Bless you and all concerned for this splendid project !!!!

Robert Jackson

My husband was an avid fisherman and we had planned to scatter his remains in one of his favorite fishing spots, but this seems like a much better alternative. I am in possession of the information you sent me and will review it with my children when they visit this weekend. They are all for it.

Suzanne M.

It was a pleasure being with you during the boat ride. Thank you for being so caring and making the day so much easier. The ceremony was beautiful and I know I did do the right thing for my loved ones.

Rose Kovacs