



## *Making a Difference*



*To Preserve, Protect and Enhance the  
Marine Environment for the Benefit of  
Future Generations Through the Use of  
Memorialization*

**[www.eternalreefs.com](http://www.eternalreefs.com)**

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# *Eternal Reefs, A Living Legacy*



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 wish.



# 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 structures.



Don and Todd



Reef Balls are the only material designed specifically to support, enhance and replicate the natural substrata nature uses for reef development. As the international gold standard for designed reef systems, Reef Balls are engineered to be stable in the marine environment. The pH neutral concrete formula and surface texturing protects marine life from predators and propagates new life, giving Mother Nature a whole new palette with which to work.

Used worldwide in more than 70 countries, Reef Balls create and restore fish habitats, protect mangroves, allow for coral transplanting, develop oyster and shellfish beds, mitigate shoreline erosion, preserve coral reefs and more.



Coral Transplants



Oyster Beds



Mother Nature



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 was placed, Don's wife Jane said it best,

*"It's not so much that he's gone, it's more like, 'look what he's doing now'."*

Since Petey's story has been shared, thousands of families have chosen, planned and placed an Eternal Reef as their final living legacy and contribution to future generations. Participating families finish their dedications with a strong sense of personal satisfaction and accomplishment.

Based in Sarasota, Fla., Eternal Reefs was founded in 1998 and converted to an approved 501c3 non-profit organization on January 1, 2017.



# The Eternal Reefs Experience

You and your family can participate in three events over a four-day period, generally starting on a Friday and concluding the following Monday. Events include: the casting, the viewing and the placement/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 activities 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 where you have the opportunity, if you wish, to mix the remains into concrete to form a “pearl.” The pearl is a center piece that fits inside the Reef Ball and is set aside to cure overnight.



Aquarius with a single pearl



Nautilus with 2 pearls



Mariner with 3 pearls

A plaque identifying your loved one, including an inscription you designed, is permanently affixed to the Eternal Reef.



## *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.



In decorating the personalization ring, no plastic or anything toxic to the environment can be included. Please contact us if you are unsure about the types of memorabilia that can be included.



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, our staff secures the pearl in place and prepares all the reef memorials for families to view 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 plaque. 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 meets the family boat at the reef site.

As you travel to the site on the family boat, we provide fresh flowers for you to decorate your own tribute reef. Tribute reefs are miniature reef balls, as shown above, which we provide.

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 the family witnesses their 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. Each family is given the opportunity to come to the rail and individually dedicate the reef site to their loved one. Families say their final goodbyes and finish by dropping the tribute reefs 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, moving 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 return to the dock, families reflect on the memorial they created with their own hands honoring their loved ones. They take ownership of the entire experience and feel a real sense of personal accomplishment and contribution as new life moves onto these Eternal Reefs.



## What is Included with an Eternal Reef:

- ✓ 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 recording the specific longitude and latitude of your Eternal Reef site.
- ✓ Two Eternal Reefs Memorial Certificates providing the GPS location of your Eternal Reefs site.

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.

## Future Planning with the Eternal Reefs Living Legacy Program

One of the greatest gifts you can give friends, family, loved ones and even yourself is to discuss and clearly communicate your end-of-life plans before you can no longer advocate for yourself.

*"If you don't have a plan, you become part of somebody else's plan."*

~ Terence McKenna

The Living Legacy Program (LLP) from Eternal Reefs helps families and individuals who wish to donate for their Eternal Reef now, at today's donation levels, to plan for the future. LLP planning can remove financial stress for you and your family at a sensitive and vulnerable time and assure your end of life wishes. Additionally, as an approved 501c3 non-profit organization, your donation to Eternal Reefs may be eligible for a charitable tax deduction. [Please check with your financial advisor.]

Enrolling in our LLP is easier than ever. We offer both standard 'pay-in-full' or 'pay-over-time' options. With the pay-over-time (Recurring Gift), we ask for a minimum \$500 deposit, then you choose either 24 or 36 months term and tell us on which day of the month the auto-withdrawals should occur.



**Please note:** The nature of reef building requires the use of federal, state and local permits that periodically expire. As much as we'd like to guarantee a location, none of the Eternal Reefs programs, including the LLP, can commit to any specific site for Eternal Reefs until the time of need.

**For additional information or questions: call  
888-423-7333 or email [futureplans@eternalreefs.com](mailto:futureplans@eternalreefs.com)**

## Live Streaming

For families and friends who are unable to attend and participate, we now live stream all of our events on a private, unlisted YouTube channel only available to participating families. The live streaming includes all events: the Casting, Viewing and Dedication. **Remote live streaming may be interrupted online as technology can be unreliable so we cannot guarantee availability.**

## Aquarius Eternal 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 sea life. The Aquarius is designed for the remains of one person and a family pet.

**\$5,000**



# Nautilus Eternal 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 types of sea life. The Nautilus can accommodate up to two sets of remains and is also frequently used for individuals and their pets.

**\$6,000**

# Mariner Eternal 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. (Note: the Mariner is only available in our Sarasota projects.)



**\$9,000**

## Private Placements

Eternal Reefs may be able to arrange for private placements in our Sarasota or Ft. Lauderdale/Miami locations. Please call for pricing and details or email us at [info@eternalreefs.com](mailto:info@eternalreefs.com).

# Eternal Reefs Unattended



The Eternal Reefs Unattended program facilitates a personal ocean memorialization even if circumstances prevent you and other loved ones from attending the actual events. A unique option, Eternal Reefs will receive the remains and our staff will cast the Eternal Reef and complete the

placement/dedication, in lieu of any family participation.

**\$4,000 Aquarius • \$5,000 Nautilus • \$8,000 Mariner**

NOTE: Eternal Reefs, Inc. is a 501c3 non-profit organization and your contribution to build a memorial reef may be tax deductible. Please check with your tax advisor to determine eligibility.

\*Please note that donation levels are subject to change.

## Family Pets

The single most frequent request we receive is about creating an Eternal Reef for a family pet. We know first hand 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 Eternal Reefs for pets, we suggest that families consider holding on to their pet's remains until their own time comes. Your Eternal Reef may include your pet's remains at no additional cost. You and your beloved pet[s] can be together for eternity. (some limitations apply)



*"So you're little Bobbie; well, Rex here has been going on and on about you for the last 50 years."*

# Eternal Reefs Memory Keepsakes

Eternal Reefs has several keepsakes to connect families with their loved ones. Shipping charges may apply. Please visit our website at [www.eternalreefs.com](http://www.eternalreefs.com) and contact us to order these items.

## Certificates – \$10.00 each



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

## Additional Memorial Plaques

6" plaque - \$300 + shipping    8" plaque - \$450 + shipping



## Tribute Reefs



### Painted

\$25.00 • \$35.00 • \$45.00



### Unpainted

\$10.00 • \$15.00 • \$20.00

Model Reef Balls are hand painted by Sarasota artist Charlie Flynn and come in three sizes; small (2.5" x 3"), medium (4" x 5") and large (5" x 6"). Hand painted with aquarium-safe paint, no two are alike.

## Tribute Urn - \$150 + \$9 shipping



For families wishing to retain a portion of their loved one's remains, we offer a tribute reef urn. The family selects a medium tribute reef painted by our local artist which is mounted on a wooden base. The solid wood base has a compartment for keeping a symbolic portion of the remains and has an engraved plaque displaying the deceased's name, GPS coordinates of their reef and the city and state in which it is located.

## Eternal Reefs Pendant - \$30.00



Sterling silver pendants come in two colors, turquoise and royal blue. Many families choose to engrave their loved one's GPS coordinates on the back.

## Eternal Reefs T-Shirts - \$15.00



Front



Back

T-shirts are available in S - XXXL. The back has a color underwater scene inscribed with "Living Environmental Memorials For The Benefit Of Future Generations."

## Eternal Reefs Hats - \$15.00





# Eternal Reefs Project Locations

Eternal Reefs is part of the most experienced and most professional 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 12 months in advance. Please check our website for the most current schedule.

The schedule shows the project cutoff date along with the casting, viewing, and placement/dedication dates. Space for each project is limited and may fill up prior to the cutoff date.

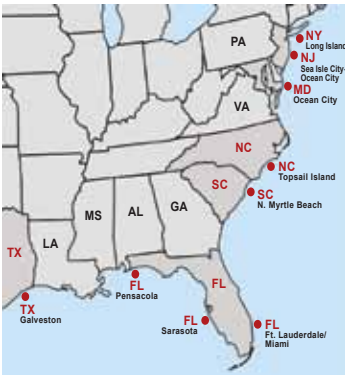


## Project Locations & Schedule as of August 7, 2023

These are our currently scheduled project locations. All projects are located in permitted areas of reef development and are designated as fishing and diving recreational reefs.

Dates and locations are subject to change.

Please call us at 888-423-7333 with any questions regarding specific locations.



2024				
Location	Cut-Off	Casting	Viewing	Deployment / Dedication
Ft. Lauderdale/Miami, FL	11/13/23	01/05/24	01/07/24	01/08/24
Sarasota, FL	11/20/23	01/12/24	01/14/24	01/15/24
Sarasota, FL – Unattended	12/06/23	01/29/24	01/30/24	01/31/24
Sarasota, FL	12/18/23	02/16/24	02/18/24	02/19/24
Sarasota, FL	01/22/24	03/15/24	03/17/24	03/18/24
N. Myrtle Beach, SC	02/05/24	03/29/24	03/31/24	04/01/24
Topsail Island, NC	02/12/24	04/05/24	04/07/24	04/08/24
Ocean City, MD	02/19/24	04/12/24	04/14/24	04/15/24
Ocean City, NJ	03/11/24	05/03/24	05/05/24	05/06/24
Long Island, NY	03/18/24	05/10/24	05/12/24	05/13/24
Chesapeake/Ocean City, MD TBD	03/25/24	05/17/24	05/19/24	05/20/24
Ft. Lauderdale/Miami, FL	04/15/24	06/07/24	06/09/24	06/10/24
Sarasota, FL	04/22/24	06/14/24	06/16/24	06/17/24
Sarasota, FL – Unattended	05/16/24	07/09/24	07/10/24	07/11/24
Sarasota, FL – Unattended	06/27/24	08/20/24	08/21/24	08/22/24
Sarasota, FL	07/15/24	09/06/24	09/08/24	09/09/24
Pensacola, FL	07/22/24	09/13/24	09/15/24	09/16/24
Galveston, TX <b>TENTATIVE</b>	07/29/24	09/20/24	09/22/24	09/23/24
Sarasota, FL	08/19/24	10/11/24	10/13/24	10/14/24
Ft. Lauderdale/Miami, FL	08/26/24	10/18/24	10/20/24	10/21/24

Weather and other conditions beyond the control of Eternal Reefs may affect our ability to place the Eternal Reefs on the day of the dedication. Eternal Reefs continually evaluates new, potential reef sites so please check the online schedule for updates.

## Eternal Reefs For a Current Need

It takes four simple steps to make arrangements for an Eternal Reef when the time comes:

- 1] Choose the project location and dates that are best suited for you and your family.
- 2] Select the Eternal Reef size that's most appropriate for you.
- 3] Complete three Eternal Reefs forms:
  - a) Eternal Reefs Order Form
  - b) Eternal Reefs Authorization Form
  - c) Eternal Reefs Policy Statement
- 4] Return the paperwork along with the appropriate level of donation to Eternal Reefs.



## The Living Legacy Program (LLP)

Planning for your future with the Living Legacy Program (LLP), administered by Eternal Reefs, takes 4 easy steps:

- 1] Select your preferred Eternal Reef
- 2] Determine if you wish to pay-in-full or pay-over time
- 3] Complete two Living Legacy Program Forms
  - a) Either the LLP Gift Agreement (pay-in-full) or the LLP Recurring Gift Agreement (pay-over-time)
  - b) LLP Registration Form
- 4] Return the paperwork along with the appropriate level of donation or deposit amount to Eternal Reefs.

# Handling Your Loved One's Cremated Remains

Cremation allows for several memorials honoring your loved one. Eternal Reefs can use all, some or none of the cremated remains in creating a memorial reef.

If you are attending the casting, please bring the cremated remains of your loved one(s) with you. It is not necessary for Eternal Reefs to have cremated remains prior to the casting.

If you cannot attend the casting, the cremated remains must be mailed via the US Postal Service Priority Express. The US Postal Service has a kit for safely mailing cremated remains and it can be ordered online from their website ([www.usps.gov](http://www.usps.gov)) free of charge.



When you are mailing cremated remains please contact us at **888-423-7333** or email us at [info@eternalreefs.com](mailto:info@eternalreefs.com) and provide the tracking information.

## Eternal Reefs Mailing Address

When mailing remains, forms or payment to Eternal Reefs, please send to:

**Eternal Reefs, Inc.**  
**P.O. Box 3811**  
**Sarasota, FL 34230-3811**

# Eternal Reefs FAQs

- **What are Eternal Reefs?**

Eternal Reefs are designed reef systems created from individual “Reef Balls,” made of environmentally safe, marine grade concrete that quickly assimilate into the natural ocean environment.

- **Can I participate in creating my loved one’s Eternal Reef?**

Yes\* Family members and friends are encouraged to participate as much as they’d like in the entire Eternal Reefs process from casting, personalization and viewing, to the final placement and dedication on the Eternal Reefs site.

*\*The Eternal Reefs Unattended Program accommodates families that cannot attend and participate.*

- **Where are Eternal Reefs placed?**

All Eternal Reefs project sites are permitted through a number of federal, state and local agencies. Eternal Reefs project sites are all vacation destinations with active artificial reef programs. Please consult the online schedule or contact us for currently planned sites.

- **Can I visit the Eternal Reef site?**

Yes. Eternal Reefs are in public reef sites, open for fishing, diving and recreational use. Families can visit whenever and as often as they wish.

- **How long will an Eternal Reef last?**

Eternal Reefs are permanent additions to the marine environment and significant natural ocean growth appears in a few short months. Mother Nature loves the reef design and quickly ‘adopts’ an Eternal Reef as her own, adding marine life and growth and welcoming the structure as a part of the natural reef system.

- **Are Eternal Reefs stable in the marine environment?**

Reef Balls have 30+ years of documented stability in the marine environment. Over these years Reef Balls have been hit directly by category 3, 4 and 5 hurricanes and there is no indication of any significant movement.

- **Can loved ones be together in an Eternal Reef?**

Yes. Several family members can be included in the same Eternal Reef at the time of casting. Please call for additional information.

- **How will I know where the Eternal Reef is located?**

Eternal Reefs records the specific GPS coordinates for each memorial project. Families receive two certificates with the location of their loved one's memorial reef.

- **Can other family members be added to the same reef site in the future?**

This is the toughest question we deal with. We cannot guarantee locations in advance of need. Eternal Reefs projects require permits that are issued by federal, state and local agencies that expire over time. When permits expire we can no longer place memorials on that site.



- **May I choose an Eternal Reefs location before I need one?**

As much as we'd like to guarantee a location for future use, we cannot. The expiration of the artificial reef permits prevent us from committing to any location in advance of need.

- **Are there any additional costs for an Eternal Reef?**

The only cost not included in the Eternal Reef donation is the cost to attend the family boat trip for the placement and dedication.

- **Can I include my pet with me in my Eternal Reef?**

This is the single most frequently asked question and the answer is **yes**. As pet lovers and owners we understand the attachment people have with their pets. We are happy to include the remains of house pets with their two-legged family members at no additional cost. Some limitations may apply so call us to inquire further.



## Testimonials

*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.**

*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 J.**

*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.*

**Ann 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 K.**

# Arlington of the Sea



Artist Rendering

Arlington of the Sea is a concept underwater memorial garden designed by Eternal Reefs. Planned for placement off Sarasota, Fla., Eternal Reefs is proposing to the U.S. Veterans Administration that they adopt an underwater version of our national cemeteries. Arlington of the Sea will be an environmental memorial for our veterans that will provide all the dignity, respect and honor our veterans have earned. As a memorial garden, Arlington of the Sea will help to preserve, protect and enhance the marine environment for the benefit of future generations. Video at <https://www.youtube.com/watch?v=vMAfoRVQCLE>.

## On Eternal Patrol Memorial Reef



The On Eternal Patrol Memorial Reef was created by Eternal Reefs as an underwater memorial garden honoring all 65 American submarines and the more than 4,000 officers and crew who remain forever On Eternal Patrol. Designed as a demonstration project for Arlington of the Sea, the memorial reefs are placed in the same rows and columns found in our national cemeteries. All the of reefs are spaced six feet apart with all the plaques facing west, out to sea. Video at <https://www.youtube.com/watch?v=Z0t6cytdmNI&t=14s>.



ETERNAL REEFS

a 501c3 non-profit organization

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[www.eternalreefs.com](http://www.eternalreefs.com)

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[info@eternalreefs.com](mailto:info@eternalreefs.com)

[www.facebook.com/eternalreefs](http://www.facebook.com/eternalreefs)

**Forms and Brochure:**



<https://linktr.ee/eternalreefsbrochure>

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