

PURE FLORIDA PARTICIPATES IN DEVELOPMENT OF ARTIFICIAL REEF PROJECT
Public Invited to Witness Launch of First Reef

NAPLES, Fla. – January 6, 2015 – The deployment of the largest artificial reef project in the Western Hemisphere will commence this week, with special ceremonies taking place on Jan. 8 and 9 at the reef staging area. Pure Florida will be participating in the Reef Deployment Ceremony and ribbon cutting as well as the ‘Blessings of the Reefs’ ceremony, 10 nautical miles offshore from Gordon Pass.

The Pure Florida Group and their local production company Pure Image Productions have participated in the development of this project from the ground level. In addition to aiding in the planning, promotion and monitoring of the reef project, owners Lance and Harry Julian, along with their partner John Scoular, filmed and produced the key fundraising video. The video will continue to be used to promote and educate potential investors, sponsors and partnering organizations. Currently, they are working on the highly anticipated documentary ‘Paradise Reef: The World is Watching’, which will capture the project from the beginning to the beginning stages of the habitation of the reef. Full funding for the hour-long documentary is still to be raised and they are actively looking at investors.

“It has been a great pleasure to be involved with such an exciting project as this from its early conception. We see it as an opportunity for Collier County, in particular Naples, to have tourism and local residents come together to enjoy a greater level of fishing and diving while restoring the health of our gulf,” said Owner of Pure Florida and Marine Team International, Captain Lance Julian. The documentary that we were privileged to make with Film Director John Scoular about The Artificial Reef Project enlightened us to the real benefits that this project will give to our waters for locals and tourists alike.”

The Reef Project funded entirely through grants and private donors, with no taxpayer funds, will have major impacts on Collier County’s ecology and economy. The recreational ecosystem will include 36 artificial reefs, creating marine life habitats, increasing fish populations, and impacting the local fishing industry.

For more information about the ‘Artificial Reef Project’ and the ‘Paradise Reef: The World is Watching Documentary’ or to make a tax-deductible contribution, please visit <http://www.cfcollier.org/artificial-reef-fund>.

ABOUT THE ARTIFICIAL REEF PROJECT

It was only two years ago that the Economic Recovery Task Force (ERTF) joined with Peter Flood, a local attorney with a big idea, developed a business plan, and worked with local government agencies to apply for and secure 1.3 million dollars in private BP grant funds. An additional \$50,000 in private donations, administered through Community Foundation of Collier County, added to the project's enhancements. The project is anticipated to generate an estimated \$30 Million dollars annually after two years and will create vital marine life habitats to an otherwise barren, sandy bottom.

ABOUT PURE IMAGE PRODUCTIONS

Located in Naples, Florida, Pure Image Productions was formed in 2014 by the founders of Marine Team International and Scoular Image and is a part of the Pure Florida Group. The award-winning company specializes in high-quality film, video and television production services for clients in both local and national markets. The recently completed work of 'PINK GOLD' with WGCU received the 'peoples award'. Filming documentaries and TV Ad's in SW Florida area an ever-increasing project sheet for this company as they produce, shoot and edit at a national standard level. For more information about Pure Image Productions, call (239) 595-9512 or visit www.PureImage.tv.

ABOUT PURE FLORIDA

Locally owned and operated by Captains Lance and Harry Julian, a father and son team, the Pure Florida Group owns and manages local water attractions Pure Naples and Pure Fort Myers. They are also partners in Marine Team International and Pure Image Productions, both credited with award-winning feature films, documentaries, television and video productions. Pure Florida and all their companies summarize five generations of maritime connections, bringing passion and expertise to the Southwest Florida area and worldwide. Visit www.GoPureFL.com for more information.

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