



Pacific Islands Regional Office

Fishery Bulletin

FOR IMMEDIATE RELEASE:
For more information: Wende Goo

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New Conservation Effort to Protect Wild Dolphins in the Hawaiian Islands *Dolphin SMART Expands to Hawaii*

The Dolphin SMART program expands to the Hawaiian Islands with its first training session on Oahu. Dolphin SMART is a wild dolphin conservation program primarily aimed at dolphin viewing businesses and their customers. This unique recognition and education program identifies responsible viewing practices designed to prevent behavior changes in wild dolphins caused by human interactions, while providing business marketing incentives for participants. Dolphin SMART is already successful in Key West and Southwest, Florida and Orange Beach, Alabama. Expanding to Hawaii is an important step in ensuring healthy populations of wild dolphins throughout the United States.

Dolphin SMART participants can be wild dolphin viewing businesses or *Proud Supporters*, which is an exciting new addition to help support the program mission. *Proud Supporters* are companies or organizations that increase program awareness by educating customers about how they can help protect wild dolphins by booking tours with recognized Dolphin SMART businesses.

Dolphin SMART is a collaborative effort between NOAA National Marine Sanctuary Program, NOAA Fisheries Service, the Whale and Dolphin Conservation Society, and the Dolphin Ecology Project, as well as commercial dolphin viewing businesses. The free training will include information on how to become a Dolphin SMART participant or *Proud Supporter*, and how being Dolphin SMART benefits wild dolphins and local businesses that choose to participate.

What: Dolphin SMART Program Training

Who: Dolphin viewing businesses, other interested businesses and organizations, media, and the general public are encouraged to attend to learn more about the program benefits and how to participate.

Date and Location: Wednesday, September 7, 2011 from 6:00 – 10:00 p.m.
Waipahu High School Cafeteria
94-1211 Farrington Highway, Waipahu, HI 96797

This facility is located off of Farrington Highway. At the high school entrance, continue straight and then go left to the back parking lot. The cafeteria is located straight ahead if you are facing Diamond Head.

Additional Information is available at www.dolphinSMART.org

Dolphin SMART Program Contact: Laura McCue, Hawaii Dolphin SMART Coordinator at 808-944-2200 or contact@dolphinSMART.org