

Step one:

We begin construction of the man made reef under the supervision of WSI and marine engineers.

Once completed this reef will become a major diving tourist attraction where the divers can actually take part in constructing the reef one piece at a time. They can purchase each piece of coral they wish to plant and the funds received go to a reef restoration project monitored by The World Wildlife Foundation that has offices in Fiji and has good relations with WSI.

The coral reef restoration project partly funded by donations and organized by the sponsor can become world news as the first of its kind.

The sponsor can utilize the publicity from this project to improve or enhance their public image and perception and use this program in a major ad campaign that spans many years.

The ad campaign would carry the theme of “Watch Our Reef Grow” as you take live video footage at regular intervals to show the continuous growth that would be monitored and assured by the WSI team.

As the years went on this theme could be carried to many areas in Fiji that could be in need of restoration due to negative environmental impact. One area that would of interest is the “Great Sea Reef” in Fiji. The GSR is the third largest barrier reef in the world and has been declared a “Marine Protected Area” that WSI has been given exclusive rights to develop by the Fiji government.

Step two:

Introduce the Bula Buddies book series to publishers and major pet store chains as an educational series for all ages to learn more about our coral reef environment in an entertaining yet amusing way.

The Bula Buddies originate in Fiji in their search for a better reef free from the environmental damages caused by man.

- Create a series of 10 books that conclude the story at the end of last book.
- Market the series 2 books at a time with two miniature characters from the story included with each set as a collectable. There are 10 main characters in the story line.
- Once the series gains popularity it is marketed to a major motion picture studio to become the next “Nemo” or “Avatar”.
- This story line seizes the chance to educate the audience about environmental issues (and the creatures that live within it) that the others missed.
- There is fantastic market potential in the characters and story line such as Aquarium décor (Sponge Bob was huge this way), collectables, Happy Meals, gift store paraphernalia etc

Step three:

Since the story was created in Fiji we need to see the original Bula Buddies Reef that they eventually find and learn to rebuild at the end of the story.

A major sponsor (Oil Company) that is looking for an attachment to an environmental program to enhance and support their public relations will be there from the beginning to assist in funding using both money and connections to get this project started.

WSI is the world leader and original pioneer in the concept of Coral farming.

In 2007 the project at Hideaway Resort on the coral coast of Fiji won the International Ecotourism Award from “Scar” an organization based in Turkey. Scar is a worldwide recognized organization that supports ecotourism.

WSI proposed, designed, implemented and maintain the project giving the credentials necessary to lead the program for the sponsors.

WSI has already established connections with the government of Fiji in both the Fisheries Department and the Ministry of Environment which is an essential part of working together in the country of Fiji.

WSI has already located an ideal location for the man made reef which has easy access to tourism from the largest tourist area in the country.

Side note

Dr. Bruce Carlson is one of the world's leading coral scientist and public aquarium curators. He presently is the curator and chief designer of the world's largest public aquarium "The Georgia Aquarium" in Atlanta funded by Bernie Marcus, the founder of Home Depot.

Dr. Bruce is a very close friend of mine and has expressed interest to leave Georgia and start a new project in Fiji. He spent his early years in Fiji while with the Peace Corps as a professor at the University of the South Pacific and wants to return to spend the rest of his life here close to the coral reef that he studies and reports on every two years.

Walt Smith has already identified the perfect location for such a project that has easy access to over 80% of the tourist in this country. Preliminary talks about this location have been met with a favorable response.

Fiji is the hub of the South Pacific and there is **no Public Aquarium in the South Pacific region**. Fiji Tourism earnings in 2008 was over 850 million (F\$) and is steadily growing.

This is a great chance for a major sponsor to link with an environmental and regional education center that will be the only public aquarium of it's kind in the world. Walt Smith has the vision and plans for this unique concept and can be illustrated if requested.