

SOON-TO-BE-RELEASED FILM TAKES THE MEASURE OF SARASOTA BAY: Economic Engine of Our Area

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Dear Media Contact Name:

Later this month the Sarasota Bay Estuary Program (SBEP) will release a compelling new documentary, free to the public. The 27-minute film is called “Sarasota Bay: Celebrating Our Water Heritage.” Professionally produced by a local award-winning film maker, Florida Journey Communications, the documentary makes a compelling case for what’s been achieved—and still needs to happen—to sustain the health of Sarasota Bay.

- **Featured theme: Sarasota Bay as the economic engine of our area**
 - **Why healthy ecosystems make economic contributions that transcend conventional accounting**
- **On-camera interviews with area leaders, including Jack Merriam (Environmental Manager, Sarasota County), Ernie Estevez (MOTE), Jono Miller (New College), Tom Dabney (Southwest Florida Water Management District), Jon Thaxton (Sarasota Commissioner) and Charlie Hunsicker (Manatee County Conversation Lands Management)**
- **Sample topics covered in the film:**
 - **Habitat restorations—20 years of progress**
 - **From zero to 68,000 new fish per seagrass acre**
 - **Indications that the water system has improved substantially**
 - **Why continued nutrient reduction can’t be overstated as a priority**
 - **Low-impact development—high-impact issue for the future**
 - **The “Water Connection”—why citizen participation matter so much**
 - **Gulf Coast Heritage Trail and ecotourism**
 - **SBEP’s vision for a sustainable future**

You should have already received an invitation to attend the official premiere on April 16, 2008 at Mote Marine Aquarium. In late April, we will offer DVDs to schools, public offices, neighborhood associations and a variety of interested community groups.

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