

**MARCH 2ND, 2011  
MEDIA RELEASE**

FOR MORE INFORMATION, CALL  
PUBLIC INFORMATION OFFICER  
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## **NOAA CORAL REEF EXPERT JIM HENDEE TO SPEAK AT LBTS MONTHLY BEACH CLEAN-UP**

International coral reef expert Jim Hendee will speak to the volunteers at the Town's monthly beach clean-up event on Saturday, March 5th at 9AM.

Hendee will address the volunteers at the Town's pavilion, which is on the beach at Commercial Boulevard (one block east of State Road A1A).

Hendee is program manager for the National Oceanic and Atmospheric Administration's Coral Health and Monitoring Program. A veteran NOAA oceanographer, Hendee is an internationally recognized expert on coral reefs.

He will talk to the beach clean-up volunteers for about 10 minutes about the importance of protecting coral reefs and keeping the beach clean. The Town of Lauderdale-By-The-Sea has a coral reef located within 100 yards of its shore. The Town's reefs are a popular spot for divers who like to make "beach dives."

The beach clean-up was started by the Lauderdale-By-The-Sea Chamber of Commerce in 2009. It occurs on the first Saturday of every month at 9AM. Volunteers meet at the pavilion, where gloves, bags and water are provided.

For more info, contact the Public Information Office at 954-776-3611.