



P.O. Box 958
Wheatland, CA 95692
Telephone 530-633-4858
Fax 530-633-0365
www.CaliforniaShipstoReefs.org

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CALIFORNIA SHIPS TO REEFS ANNOUNCES NEW WEBSITE AND MEMBERSHIP STRUCTURE

California Ships to Reefs, Inc. (CSTR), a 501(c)(3) non-profit Public Benefit Corporation announced on Monday the release of its newly revised website at www.californiashipstoreefs.org. This website overhaul will better support the new membership structure for the organization.

The organization's website has been revised to place more emphasis on the current projects in development, and to provide immediate contact information and access for potential volunteers. In addition to presenting specific project information and current news directly on the website homepage, several forums have been created to provide a web-based communication tool for not only the various committees, but also project groups. Significant improvements have been made so that individuals wishing to volunteer to participate in projects or committees can easily join the organization and identify their areas of interest. Public Relations committee Chairman Kevin Sullivan noted, "Now that we are moving forward with several reefing projects, it is critically important to ensure that anyone and everyone who wishes to participate in a specific project, or the overall organization as a whole, has immediate and unrestricted access to get involved. The new web design provides multiple avenues to facilitate that process."

Along with the new webpage release, a revision to CSTR's membership structure was also put into action. By changing the direction of local volunteer groups to focus on specific reef projects rather than the reefing process as a whole, CSTR hopes to make faster progress on those projects. CSTR President Joel Geldin accentuated the importance of the change by saying, "California Ships to Reefs' focus on the statewide issues of permitting, legal, and similar matters frees up the project groups to do the important work of making their projects succeed. With our statewide involvement, we hope to 'standardize' the overall artificial reef permitting process so that local project groups will have access to 'template' solutions. This will allow the project leaders to concentrate on reefing projects and not relearning the permit process for each vessel."

Additional membership structure changes include the elimination of the application/initiation fee and adds three new membership levels – Volunteer (Free with Committee Commitment), Club and Commercial Memberships which are \$100/year for up to 10 members/employees and Associate Membership at \$10 for each additional member/employee who desires to join CSTR.

For further information, contact Public Relations Committee Chair Kevin Sullivan at (805) 551-8940, or visit the organization's website at www.californiashipstoreefs.org.