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MEDIA ADVISORY

MANHATTAN GOES 'CRAZY' FOR CORALS THIS HALLOWEEN

Lilly Pulitzer Coral-inspired Collection Launch Event Kicks Off Weekend Coral Conference

During the Halloween weekend, preeminent fashion designers, jewelers, fashion forecasters, scientists, and policy makers will be gathering for a first-of-its-kind conference in New York City to discuss the intersection of coral conservation and the fashion industry. The conference *Coral: Symbol, Substance, and Significance*, organized by Initiatives in Art and Culture, will take place October 30 – 31 and will explore the place of coral both in the natural world and in the realm of culture where it has been a traditional material for art objects and jewelry.

The conference will kick off on October 29 with a cocktail reception to celebrate the launch of Lilly Pulitzer's *Coral Me Crazy* line, inspired by coral, that evokes the beauty of the ocean without harming its living creatures. Ten percent of the proceeds from the *Coral Me Crazy* necklace will benefit SeaWeb's coral conservation efforts.

WHO: SeaWeb's Too Precious To Wear campaign, Initiatives in Art & Culture, and Lilly Pulitzer

WHAT: Cocktail reception to celebrate the launch of Lilly Pulitzer's *Coral Me Crazy* line, followed by the first-ever conference bringing together fashion designers, fashion forecasters, and scientists to discuss coral conservation

WHEN: *Cocktail Reception:* Thursday October 29, 2009, 6 to 8 PM (RSVP [here](#))
Conference: October 30 – 31

WHERE: *Cocktail Reception:* Lilly Pulitzer's flagship store at 1020 Madison Avenue, New York, N.Y. ([Google Map](#))
Conference: The City University Graduate Center (5th Ave, between 34th & 35th Streets), New York, NY ([Google Map](#))

BACKGROUND: Corals are among the most important animals in the sea - providing marine life with food, safe havens from predators and areas for reproduction. But corals are facing threats from warming seas, overfishing, ocean acidification, destructive fishing and overharvesting for the jewelry, home décor and aquarium trade. Red and pink corals are some of the most valuable of all precious coral species, but the least protected.

Too Precious to Wear is calling for international trade protection for red and pink coral under the Convention on International Trade in Endangered Species' (CITES) next meeting in March 2010. Consumers can support this and other protections for corals by signing Too Precious to Wear's [pledge](#).

Coral: Symbol, Substance, and Significance is supported by Tiffany & Co., the NOAA Coral Reef Conservation Program, SeaWeb, Lilly Pulitzer, The Henry Foundation, the Louis and Lena Minkoff Foundation, The John G. Shedd Aquarium, The Magazine ANTIQUES, and the Exeter Group.

RSVP: To RSVP for the Lilly Pulitzer reception, please email [Jackie Marks](#). To register for the *Coral: Symbol, Substance, and Significance* conference please, click [here](#).

Further information:

Lilly Pulitzer provides apparel and sleepwear for women, apparel for children and men, accessories including eyewear, shoes, handbags, jewelry, belts and gifts, fragrance, stationery and two entertaining books, all inspired by the authentic Palm Beach lifestyle. The children's clothes are a pint-size version of the women's line, reflecting the same color palette and prints in charming styles appropriate for infants, toddlers and girls size 4-14. There are 75 *Lilly Pulitzer* Via Shops in Lilly-loving communities around the country. *Lilly Pulitzer* also operates a number of company-owned retail stores in select locations including New York, East Hampton, Greenwich, Key West, Westchester, King of Prussia, Dallas, Austin, Houston, and San Diego. *Lilly Pulitzer* is sold in major department stores including Bergdorf Goodman, Neiman Marcus, Saks Fifth Avenue, Nordstrom and Bloomingdale's, as well as upscale specialty shops such as Jeffrey and clubs nationwide. More information on products, distribution and the Lilly story is available at www.lilypulitzer.com.

Initiatives in Art and Culture, a New York-based organization, is committed to educating diverse audiences in the fine, decorative, and visual arts, as well as architecture. www.artinitiatives.com

Too Precious to Wear is a SeaWeb campaign to create a demand for coral conservation. *Too Precious to Wear* is made possible with support from The Tiffany & Co. Foundation, Kingfisher Foundation, and The Ocean Foundation. www.tooprecioustowear.org

SeaWeb, founded in 1996 to raise awareness of the growing threats to the ocean and its living resources, is a communications-based nonprofit organization that utilizes social marketing techniques to advance ocean conservation. By increasing public awareness, advancing science-based solutions and mobilizing decision makers around ocean conservation, SeaWeb has brought together multiple, diverse and powerful voices for a healthy ocean. www.seaweb.org