



Immediate Release

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Chumbe Island Coral Park, Tanzania, Named Finalist for Tourism Award

Canton, MA (Aug 18, 2005)- Uninhabited Chumbe Island, off the coast of Tanzania, has been named one of three finalists within the Conservation category for the *Smithsonian* magazine/Tourism Cares for Tomorrow Sustainable Tourism Awards.



Chumbe Island is a fully protected privately established and managed nature reserve. The marine park has 370 species of fish and 200 species of stone coral, 90% of all recorded in the region. The forest reserve covering the island gives sanctuary to the rarest antelope in the world, the Aders duiker, the rare giant Coconut crab and endangered breeds of birds.

Chumbe Island Coral Park Ltd. was founded in 1993 with the aim of creating a model of sustainable conservation area management where ecotourism supports nature conservation and environmental education programs for local schoolchildren and their teachers. All buildings, including a Visitors centre and a small ecolodge are designed with state-of-the-art eco-technology that has next to zero impact on the environment. Since 2000, park management and related research and education programs have been fully funded by tourism proceeds.

In-depth descriptions of the Chumbe Island Coral Park and the other finalists are available at www.sustainabletourismawards.com. Voting began on August 15, 2005 and runs through October 31, 2005. Winners in each category will receive US\$20,000 at the United States Tour Operators Association luncheon sponsored by Smithsonian magazine in Cancun, Mexico on December 4, 2005.

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Tourism Cares for Tomorrow is a non-profit that benefits society by preserving conserving and promoting the responsible use of the world's natural, cultural and historic treasures and supporting education and research to help secure the positive future of travel and tourism worldwide. For additional information about Tourism Cares for Tomorrow, please go to www.TourismCaresForTomorrow.org.

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