Corporate Partnerships, Contributions, and New Ideas …

Karen Eckert, Ph.D.
WIDECAST
Executive Director
2011 Annual Meeting
New Products
- Nano Gold
- Energizing Trio
- Protection Naturelle SPF 46 PA +++
- Hydra Chic Lipstick
- Biodynamic Lifting Neck Cream
- Les Macarons Face Palette
- Les Délices de Roses / Lip Palette
- Tiger in the Wild Palette
- Lip Chic
- Faux Cils Mascara
- Nano Gold Firming Treatment
- Biodynamic Lifting Set

Sea Turtle Palette

Sea Turtles in Danger

Sea Turtles define all that is ancient and magical about our blue planet and yet they are endangered and struggling for survival their numbers severely reduced from historical levels. Persistent over-exploitation, especially of adult females on nesting beaches, and the widespread collection of eggs are largely responsible for the depleted status of Caribbean species. In addition to this harvesting, the turtles are accidentally captured in active abandoned fishing gear, resulting in deaths to tens of thousands of turtles annually. Coral reef and seagrass degradation, oil spills, chemical waste, persistent plastic and other marine debris, high density coastal development, and an increase in ocean-based tourism have damaged or eliminated nesting beaches and feeding areas.

Chantecaille is partnering with Dr. Karen Eckert of WIDECAST, who is focused on saving sea turtles in the waters of the Caribbean Sea, including Caribbean islands nations and in Central and South America. Please join us in supporting the conservation efforts of this unique organization (www.widecast.org)

Saks Fifth Avenue, Bergdorf Goodman, Neiman Marcus
“I'm having one of those breathless moments, as I stare at the Sea Turtle Palette ($79) that Chantecaille will introduce for Spring 2011. The limited-edition palette, inspired by the beauty of green sea turtles and their warm, sandy nesting grounds, reflects the fluid ease, billowy freedom, and insouciant chic of vintage Parisian fashion.

Chantecaille will donate 5% of the proceeds from the sale the Sea Turtle Palettes to WIDECAST to help ensure the survival of sea turtles… This unique organization has a vision to realize a future in which sea turtles and humans can co-exist, with the turtles surviving and thriving.

Please check out WIDECAST (www.widecast.org) and join me in applauding Chantecaille for its continued commitment to support marine wildlife, while introducing lust-worthy makeup.”
Dear Karen,

The palette has been a tremendous success, actually our best-selling palette ever! There are some left in some stores, but it's mostly sold out – we sold out on a wholesale level within less than a month!! Aside from the colors of the palette, everyone has responded so positively to the turtle motif.

Have a great meeting, and please kindly share with us some of your findings, we are always so hungry for information.

Tons of love, Sylvie Chantecaille
Using youth programming to reach coastal properties with a sea turtle conservation message

“Sun, Sand and Sea Turtles”
Inspiring Youth through Hands-on Learning

Hugs to WIDECAST Board Member Ray Hobbs for making the connection, and negotiating a partnership with RCI’s Caribbean office...

Alicia B. Marin
WIDECAST Technical Report No. 7
2010
“Rex Hawksbill would definitely be the best option here. The hotel is on the site of our primary research beach so we already work closely with them and have hosted several workshops there. It’s such an exciting prospect! ~ Mykl”
Crafts for Conservation

Project Objectives: To (i) support sustainable livelihoods in coastal communities through **eco-crafting**; (ii) create a **model program**, including materials acquisition and evaluation, for other countries to follow; (iii) facilitate peer-training/exchange to share knowledge; and (iv) create **international markets**.

**Need**: raw materials, funding, markets, partnerships

---

**ST. KITTS SEA TURTLE MONITORING NETWORK**
**FALL 2009 MERCHANDISE CATALOG**

**Featured Product!**

Each glass bead is made locally from recycled glass. The St. Kitts Sea Turtle Monitoring Network (SKSTMN) is a community-based non-profit organization. All sale proceeds are used to fund educational projects, field supplies, sea turtle rehabilitation, & salaries for crafters/hoopers.

**Did you know that discarded glass can be an excellent source of raw material?**

Each bead in this collection is made from recycled glass and helps to reduce the waste within our communities.

Each piece of jewelry is unique as they are all created from a different piece of glass and by a different crafter. Each crafter has their own style in sea turtle art.

---

**2011 CATALOG: “Beach Bottle Beads”**

**Unique Handcrafts Benefitting Endangered Sea Turtles and Caribbean Communities**

---
Hugs to Janice Blumenthal, Cayman Islands, for making our introduction to Miller!
Dear Karen and WIDECAST –

I am happy to inform you that we have received all the necessary internal approvals (all the way up to corporate in London) and we can formally move ahead with our plans to partner in the Caribbean this year. We are most pleased that the mission, objectives and structure of WIDECAST align so well with our Caribbean structure, our local and global sustainability efforts, and our corporate objective to give back to the communities in which we do business.

On behalf of SABMiller, I am very pleased to announce that we will kick off our effort with a direct contribution of $10,000 to WIDECAST, and then look forward to activating locally in each of the island nations. Our distributor partners are quite eager to engage with your local affiliates to help drive awareness, community involvement, and local fund-raising efforts. As you know, one of the most exciting faces of this effort will be the 2011-2012 collectible can which will feature one or more of the turtle species.

Based on current forecasts on cans alone, that should create about 3.5 million consumer impressions. When we add the PR, in store displays, print, radio, social media etc we anticipate this campaign creating well over 12 million impressions in the first year.
I appreciate all of your hard work getting us to this point and am eager to meet with you again after your conference to plan some specific launch activities for this Summer, get going on the can design and start linking your people with our people in country. We are targeting to be ready with regional and local launch plans and make a formal announcement with the media by August 2011. I look forward to sharing some specific activation ideas with you in the next month or so! Best wishes for a great Annual Meeting, wish I could join you!

Scott Schaier  
Market Development Manager- Caribbean  
SABMiller- Americas  
6 April 2011

~ Markets: 16 islands, mainly USVI, Cayman Islands, Bahamas, St. Maarten ~

Cash donations, Miller Lite can & themed Lite bottle cap (Dec 2011-Mar 2012), packaging with a message, donation boxes where Miller Beer is sold (e.g. dive/marine shops), local partnerships involving employee action (e.g. beach clean-ups), promotional (e.g. contests, fund-raisers), sponsorships (e.g. field equipment, summer camp), in-kind (e.g. glass), markets (e.g. Beach Bottle Bead jewelry) …
Miller Lite drinkers know how to "taste greatness," but they might not know their beer of choice has been helping inspire greatness for two decades through its extensive support of the Thurgood Marshall College Fund (TMCF). Now, they can help. By simply texting a unique code found at retail to Miller Lite, legal-drinking-age consumers can get a free, special edition T-shirt and Miller Lite will make a $1 donation to TMCF for every unique code redeemed.

The promotion is the latest in MillerCoors long-running support of the TMCF. The brewer is a founding sponsor of the fund, which was established in 1987, and has helped to raise more than $100 million in scholarships and other support for historically black colleges and universities.