

April 30, 2008

Ms. Linda Lovvorn Tucker
City of Isle of Palms
1207 Palm Boulevard
Isle of Palms, South Carolina 29451

SUBJECT: 2008 Blue Wave Campaign Certification Confirmation

Dear Ms. Tucker:

Congratulations! The Clean Beaches Council has determined that Isle of Palms Beach has met the requirements of certification for the 2008 Blue Wave season. Certification materials, including Blue Wave flags, will be sent shortly.

We are also pleased to introduce the new Blue Wave Ethics program. The Ethics program will compliment our certification program, by focusing on people (visitors) as opposed to places. This evolution of our brand is logical as Americans become "greener." A national announcement of the Ethics program will be held during National Clean Beaches Week (July 1-7, 2008).

In harmony with the Ethic, we are pleased to provide the enclosed Seafood Watch wallet guides. These guides are very popular with seafood restaurants (included with bills), hotels (included with welcome package), aquariums, and other beach vendors. While CBC does not require exclusive adherence to the guide, many venues choose to feature one of the preferred choices to show their "greenness" and support for healthy dining.

We consider it a privilege to work with you and the outstanding professionals that make Isle of Palm a world-class clean beach. If you have any questions regarding this letter or the new Ethics program, please call us at (202) 380-9300.

Sincerely,



President

Blue Wave Certified: World-Class Clean BeachesSM

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**Clean Beaches
Council**

