

VIDEO SCRIPT FOR MAUI MARINE ART EXPO

Written by David Amack

Purpose: To inform and solicit participation of potential corporate and transportation sponsors.

Welcome to the Maui Marine Art Expo, the major showcase of contemporary marine art created by some of today's finest artists. Hailed as The Island Event of the Season, the Expo has grown to become the largest art exhibit in Hawaii, and is now regarded as the largest marine exhibit in the world. Recognized both locally and internationally, the Maui Marine Art Expo has received two Hawaii Gubernatorial Proclamations and has been cited by The Cousteau Society for generously contributing to their worldwide efforts to promote marine awareness and address environmental concerns.

Presented at the elegant Maui Inter-Continental Wailea, the Maui Marine Art Expo exhibits over 600 juried works of art created by 16 carefully chosen marine artists. Virtually every artistic medium is represented, including paintings in watercolors, oil, acrylic, and glass; lithographs, etchings, and posters; and sculptures in wood, bronze, porcelain, stone, and even gold. Many of the artworks have been created expressly for the Marine Art Expo.

Expo producer Gary Koepfel attends to every detail of this special event – from selection of the artists and their works, to the advertising and promotion, to the improvement of the site and installation of the show. It is this special attention to detail and the selection of marine artworks of quality and diversity which has contributed to the Expo's success as a special event since 1984.

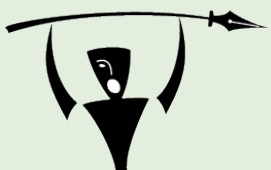
Because admission is free, a major focus of the Maui Marine Art Expo has been to allow everyone to experience the most contemporary marine art in the country. This broad exposure has produced many cultural benefits. Perhaps the most important has been to increase the public's awareness of our marine environment and urgent need for conservation. Each year, over 50,000 visitors attend the Marine Art Expo during its two-month showing, including several hundred school children whose appreciation for their ocean environment is greatly enhanced by experiencing marine art.

The Maui Marine Art Expo has designated The Cousteau Society as the non-profit beneficiary of a portion of its proceeds. During the past three years, the Expo has contributed over \$100,000 to further the educational efforts of this world-renowned and widely respected organization.

The Maui Marine Art Expo helps to bring together artist and public. Each week, two exhibiting artists attend the Expo to answer questions, promote awareness, autograph books, and perhaps even create their art on location. This unique interaction lends a personal atmosphere to the show and enhances the understanding of the medium and special techniques.

One of the highlights of each year's Maui Marine Art Expo is the personal appearance of Jean-Michel Cousteau, and the opportunity for the public to meet and

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talk with this international explorer, filmmaker, and conservationist. At each Expo, Jean-Michele introduces the newest Cousteau Society film and presents it as a world-premiere event. He autographs books and donation posters during an exciting fund-raising weekend.

Such a diverse and qualitative marine art event, along with an elegant setting, free admission, and the opportunity to meet individual artists and Jean-Michele Cousteau offers many public relations opportunities and rewards for the existing and future hotels as well as for the possible corporate and transportation sponsors.

In addition to the six highly successful Expos produced at the Maui Inter-Continental Wailea, Gary Koeppel has also staged marine art expos in Big Sur, Monterey, and Los Angeles.

In 1990, Koeppel will produce the First International Maui Marine Art Expo at two locations on Maui simultaneously. Featured will be artists from the United States, Canada, Australia, France, Germany, and Japan. Future plans include Marine Art Expos to be produced on Oahu and the outer islands of Kauai and Hawaii.

Charles Vinick, vice-president of the Cousteau Society, recently wrote to producer Gary Koeppel:

As we move into 1989, Jean-Michele and I would like to take a moment to tell you how much we believe our association with your Marine Art Expositions has helped the Cousteau Society.

Our participation in the Maui, Big Sur, and Monterey Expos has provided us with a unique opportunity to reach into a community, that of marine art aficionados, who are predisposed to our philosophy of environmental preservation.

Obviously, these events also serve as a major source of fund-raising for us. Through the Expos, you have generated over \$100,000 in income for us these last three years.

As we look to 1989, we would like to do everything possible to continue the association with Coast Galleries and the Marine Art Expos. We know the Expo formula that you have created works. It generated a tremendous visitation to a beautiful, enriching experience that reflects well on you, on The Cousteau Society, and on the Expo venue. We are anxious to work with you to secure the strongest possible locations for the Expos in 1989 and beyond. The involvement of The Cousteau Society is surely a draw. But it is the marriage of the Expo itself, The Cousteau Society, and a great location that seems to create the magic for us.

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