

Eco-Guardianship Book Expansion Launch – September 20, 2023

“For in the end, we will conserve only what we love. We will love only what we understand. We will understand only what we are taught.” — Baba Dioum

Our hearts are overflowing with joy today!

We are thrilled beyond words to share some very exciting news. Today marks a significant milestone for Mermaid Society as we launched the expansion of our Eco-Guardianship Book Program!

Last January, we embarked on a grand journey with the aim of fostering eco-stewardship and a love for reading. To commemorate our seven-year birthday, we launched our book gifting program in partnership with local San Marcos, Wimberley, and Martindale libraries.

Now, we are taking this initiative to even greater heights! We are happy to announce that our program will include ALL elementary schools and prekindergarten students within the San Marcos Consolidated Independent School District.

Can you imagine walking into your school library and finding a special section dedicated to eco-stewardship, filled with captivating hardback books and a touch of mermaid magic to add something special to the experience? WOW! Today was a day for the books (literally)! Our incredible AquaReina's made their way to each school, bringing Mermaid cupcakes and a batch of 30 brand-new hardback books.

Our adventure began at Mendez Elementary, and what a MERmazing experience it was! The children wore their creative hats and crafted Mermaid Floats with messages celebrating our beloved San Marcos River. They even had a bona fide parade down the hall, and so many students were wearing their mermaid best, as well as school personnel! Mermaid décor and mermaid-themed goodies made the experience even more special. And lastly, the 'Mendez Mermaid Cove', where our books can be found, was the absolute cherry on top!

Our AquaReina's had the privilege of visiting with several classrooms, sharing the joy of reading, and bringing these amazing books to life. Our entire MerTeam is still buzzing from all the excitement!

We owe this dream come true to the unwavering support of our Founding Sponsors. Their generosity and understanding of the significance of our programming made this expansion possible, and we are eternally grateful. We acknowledge Fowler Family Foundation, J.Cruz & Associates, La Cima San Marcos, and Dive Shop San Marcos for hearing our call and generously contributing without hesitation. We also want to acknowledge some of our supporting sponsors, such as Waterloo, Tex Painting and the San Antonio Sirens, for their contributions to our programming.

Today, we celebrate not just our program's expansion but our young eco-guardians' boundless potential. Together, we're nurturing a generation of environmentally conscious leaders, and the future looks brighter than ever! Thank you to all who have contributed to making our dream a reality. A special thank you to our always amazing AquaReina's Eileen Fowler, Laura Cardona, Belinda Pena, Sylvia Gonzales, Michelle Kraft, Kate Weatherford, Katie Schutze, Meagan Lavender and Jamie Lynn Shelton!!

Here's to a future filled with more cool books, mermaids, and magic!